



Summer Media Pitching

CHEAT SHEET



Your Story: What Should You Pitch?

- Fun, light stories about summer are the perfect fit.
- General interest type stories with a broad appeal. Brainstorm angles that will showcase your expertise to a mainstream audience.
- For more serious topics, find a way to connect to a bigger trend or topic to make your story timely.

Who Should You Pitch?

- Local media outlets are a great place to start. Do some research on your local daily newspaper, web sites, TV and radio stations. Avoid Magazines as they have long lead times and they are likely working on Fall or Winter issues now.
- Finding the right target is key to being successful. Look for these titles and make sure they cover your proposed topic(s):
 - TV Stations – Producers, Assignment Editors or General Emails
 - Radio – Host/Producers for relevant shows, News Director/Editor
 - Print – Section Editors, Managing Editor or Beat Reporter

How to Pitch?

- Initiate contact by email. Look for the emails on the website or use Google to figure out the outlet's naming conventions.
- Keep your email short and to the point. Summarize your story idea in a couple sentences and then quickly share how you are an expert on it.
- Follow-up a week later by email if you don't hear from them. They still are getting pitches, so a gentle follow-up is a good reminder.
- Never assume your story is a slam dunk. You may need to pitch them a few times before you get a bite. Be patient.
- Expect to not hear back from everyone. It's not personal.

Go Forth and Pitch. Relax and Have Fun!

Get Ready for Your Close Up.

As an entrepreneur, PR done the right way can drive results that rock your business. All you need are some smart PR strategies and story. That's where I come in.

I'm your go-to PR girl and my mission is to teach you how to let your light shine and become the superstar you were meant to be.

No fluff guaranteed. Let me teach you how to do PR yourself while having fun. No stress, just solid strategies with some sass thrown in.

(Note: Sass is always free around here.)

Stop Waiting. Make It Happen Today.

Dive Right In. Book Your Free Fame in 15 Session.

Got a burning PR question? Are you stuck on something? Let's talk and I can help you break it down so you can take action using PR strategies that work. More importantly, I'll help make it fun and painless. We can talk guest posting, story angles, speaking opportunities or anything else PR. The choice is yours.

[Book Your Session Now.](#)

Let's Hangout and Get to Know Each Other.

Check out the blog for new ideas and the latest starmaker strategies for entrepreneurs. [Sign up for free weekly updates by email](#) to learn sweet PR secrets and get a bonus report – Five Web Site Secrets of PR Superstars.

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