

PR FOR THE PEOPLE

EMAIL PITCH TEMPLATE

Hi xxx

My name is xxx, I'm the founder of xxx. I'm getting in touch with regards to:/I wanted to put this story idea on your radar:

Short paragraph outlining:

- The key points of your story
- What makes it topical/relevant to the publication's audience. Make it clear that you've read the publication and know what kind of articles they're after.
- A taster of the kind of expert tips you could provide - never include the whole thing in the pitch

I'd love to know if this would be of interest to feature and can send over more info or images if needed.

Many thanks,

(YOUR NAME AND EMAIL SIGNATURE WITH CONTACT DETAILS)

(OPTION TO ATTACH A PRESS RELEASE WITH MORE INFO)

Tips:

Keep this email as short and to the point as possible - attach a press release with more info if needed

Email subject - the most important bit! If your pitches aren't getting replies, this can often be because your subject line isn't attention grabbing or explanatory enough, meaning your emails aren't even getting opened by the journalist. Take some time to craft this as you only have about seven words to make yourself shine.

Try and lead with whatever you think the journalist might want to write about, rather than your brand name (if relatively unknown).

For example:

DIY Halloween Cocktail Kit - roundup idea

Rather than

Lucky Pineapple has launched a brand new product

Example 2:

How to use social media mindfully – expert tips

Rather than

Daisy Morris, founder of The Selfhood is available for interviews