



How Not to Pitch

And What to Write Instead

*Dos and Don'ts for Connecting with Influencers
to Book Interviews and Get Featured*

With Amanda Berlin



Brand Positioning · Content Strategy · Empowered Publicity

*A former corporate publicity strategist now using her powers for good.
Founder of PITCH School. As seen/heard on Entrepreneur on Fire, The Muse, Business
Insider, She Did It Her Way, Becoming Fearless and more.*

Hi!

Thanks so much for picking up this guide. Before we dive in, I'll just let you know a little about me and what you can expect herein.

I'm Amanda Berlin, a former corporate publicity strategist who now uses my powers for GOOD!

I spent 12 years working with big brands (in NYC) to help them be the louder than their competition (and I felt like my soul was slowly dying).

Now, I help entrepreneurs "take a stand for their brand" by training them how to tell their stories, write their content, and book interviews and get featured in the media so the people who need them can find them.

My clients have gotten featured (and you can, too!!! That's the whole point here -- there are opportunities out there available to EVERYONE!) in Business Insider, New York Observer, Forbes.com, Tiny Buddha, Bustle.com, and more.

I also host The PITCH Podcast. Personally, I'm a breadwinning mama who really wants my daughter to learn you can create your own career, carve your own path, and be really proud of who you are and how you make others feel throughout your life.

You're here right now reading this doc because you want to know the RIGHT way to "put yourself out there" to create opportunities and relationships with decision-makers in the media.

So often, what stops us from taking steps to open up and reach out is fear we're not doing it correctly.

I know for myself, what also helps a WHOLE LOT, is having someone who will chime in with a "JUST DO IT. YOU'RE GOOD ENOUGH!" when the goblins of fear and doubt creep in.

In this guide, I hope to inspire both. I want to give you ACTIONABLE advice you can implement right now to reach out to the media in which you want to be featured.

And, I want to provide you with the subtle nod and wink of encouragement. You can do this. There is someone out there who needs you. You believe deeply enough in your work to take the risk to put yourself out there so they can find you, right? I got you. You got this!

Let's get to it.

Here are three examples of pitching DON'Ts and ways to reframe and recreate a winning pitch!

PITCH GONE WRONG

Hi,

I have looked at your site and I am really impressed with its entire structure and content quality. Also, you are maintaining it very well. Currently, I am looking for the possibility of sharing my content on these kinds of blogs (as guest blog post) with my website link.

Please let me know your opinion.

Thank you,

xxxxxxxxxx

WHY IT'S WRONG

To even call this a pitch would be overstating

X It doesn't offer any content

X It doesn't tell us anything about the author

X It doesn't show he/she put any effort into getting to know kind of content might be a good fit

X It doesn't tell me the value of considering her as a contributor

X It makes it feel risky to even reply because it's so vague

This pitch reminds me of how I was when my parents enrolled me in soccer when I was 6. I showed up on the field, but I stayed as far away from the ball as I could. This person is, I guess, technically, in the game, but it's a way-feeble attempt at making a meaningful connection or forging a mutually-beneficial relationship.

INSTEAD, WRITE...

...THE BASIC ESSENTIALS OF YOUR PITCH: MAKE A CONNECTION, PRESENT AN IDEA, AND TELL THEM WHY YOU'RE PERFECT TO DELIVER THIS IDEA

✓ Thank you so much for your piece on...

✓ I loved this piece, and I saw you got a great response from your audience on...

- ✓ I'd love to be interviewed, we could talk about... OR
- ✓ I would like to offer a piece called [title here]. Some of the points I'll cover in the article include...
- ✓ Here's a bit about me...
- ✓ I've written about this [here] OR I've been interviewed [here]..

PITCH GONE WRONG

"...If you are interested in having a guest writer let me know. I always like to make new friends and connections. I have a bunch of great recipes with original photos. I've posted many on my blog but I have a lot more. I'm also happy to write about juicing which is my latest obsession, hydroponic gardening, or basic common sense nutrition and health..."

WHY IT'S WRONG

- X There is no connection to the outlet she's pitching or to the person she's reaching out to
- X There is no clear discernible idea being pitched
- X There is no indication that this person understands the audience and sees how her content will be interesting to them
- X This is ALL about the author of the pitch, and says nothing about the outlet or the decision-maker

INSTEAD, WRITE...

...MATERIAL THAT MAKES A CONNECTION AND SHOWS THE JOURNALIST, PODCASTER, EDITOR YOU'RE WRITING TO YOU "SEE" THEM AND THEIR AUDIENCE

- ✓ Thank them for something they've written, recorded, or otherwise worked on that really meant something to you
- ✓ Reference a recent article and its usefulness
- ✓ Describe a connection you might have -- in an authentic and enthusiastic way -- that you might have to a past guest or contributor
- ✓ Check out what's most popular on the site and hone in on a piece that really resonates with you
- ✓ Tell them what you've noticed their audience likes
- ✓ Tell them why you are part of their tribe
- ✓ Make it personal
- ✓ Reference a project you know the influencer has been working on and why this is meaningful to you

PITCH GONE WRONG

I was wondering if you would be interested in partnering with XXXX for a series of guest posts surrounding the topics of online education and furthering your career with an online Master's degree.

A few topics ideas I have are:

- *6 Practical Study Strategies for Online Learning*
- *Getting a Master's While You Work: How It's Possible*
- *What To Do When You Want to Change Career Paths*

WHY IT'S WRONG

X The ask is unclear; does this person want to write for my site or does she want me to write about these topics for another site?

X The ideas aren't relevant at all to the outlet (my blog)

X The benefits to my audience aren't clear

INSTEAD, WRITE...

THIS PITCH GIVES US THE OPPORTUNITY TO TALK ABOUT COMING UP WITH RELEVANT IDEAS AND TO CORRECT THE WAY ASK FOR THE OPPORTUNITY.

It's hard to hit the nail on the head when it comes to offering ideas for article contributions, but if you're close enough you might receive a response like "We have content like that on the site already, but stay in touch with new ideas when you have them..."

That's what you're going for if you're going to "miss the mark." You don't want to miss the mark so completely that you have your contact shaking his or her head.

This pitch had substance and ideas, just not the right ideas for the audience.

A couple tips for homing in on the right ideas:

- ✓ Read 5-7 recent posts or listen to 2-3 recent interviews and start thinking about what you can offer in the same vein
- ✓ Ask yourself, “What can I teach this audience? What do they need to hear from me?”
- ✓ Look at similar media and let yourself be inspired to put your own spin on ideas that have already worked
- ✓ Think about the basic lessons you teach in your practice and adapt a signature piece based on them

THEN, MAKE IT CLEAR YOU’RE ASKING FOR THE OPPORTUNITY TO CONTRIBUTE

- ✓ End your pitch email with a call-to-action. What do you want them to do next?
- ✓ Make the ask: “Let me know if I may write this piece for [name of outlet].”

If you want a clearer picture of WHERE TO START pitching the media (like which type of media -- podcasts, magazines, television, etc. -- best fits your personality and your business) take the [Publicity Personality Quiz](#) and you’ll get a TEMPLATE for pitching the media that’s right for you with your results!

If you have questions or want to share with me a pitch you’ve worked up, email me at amanda@amandaberlin.com.

To book a FREE Empowered Publicity Consult Call, [click here](#) to get on my calendar and we’ll:

- ✓ *Identify your immediate media opportunities and exactly what is and isn’t working for you in getting yourself and your business “out there”*
- ✓ *Discover hidden barriers preventing you from putting yourself out there with confidence*
- ✓ *A beginning blueprint and unique-to-you strategies tailored to your business and story to start building your publicity effort*