

create **CONTENT** that **CONNECTS**



Lesson 5 Effective Follow-Up

CHEAT SHEET

WHAT TO EXPECT WHEN YOU'RE PITCHING

Response Not Guaranteed: You might not get a response, and this could be for many reasons, your email got lost, your idea wasn't the right fit, or wildly missed the mark (this is NOT a big deal, you're experimenting!) The point is you have no idea why someone hasn't gotten back to you. Don't get discouraged, just keep coming up with great ideas, something will land. This is a numbers game.

Wait a Full Week Before Following Up: This gives someone a fighting chance of getting to your email.

Offer Value in Every Communication: Think about how you can continuously add value to the conversation around the beat this interviewer, journalist, or editor covers. Include a new statistic or new information you found on the topic.

Come Up with Your Next Idea: Always be thinking about your next pitch. If you hear back, it's your opportunity to continue the conversation, even if you get a "no, thank you" on the current idea. A "no" is the perfect opportunity to come back with your next idea. It's a "jumping-off point" to continue conversations.

Retool Your Idea for a Different Outlet: Start thinking about how you can repurpose this idea, make it stronger, or adapt it for a new outlet.

COMMUNICATING WITH EDITORS

Points to Hit in Your Follow-Up

Short, sweet, to the point

Provide additional information that shows you're tracking the trend

Include your original pitch in the email chain

Don't get peeved

SWIPE COPY

Dear _____[name]_____,

I am writing to follow-up on an idea I sent your way last week — [insert headline here]. The content of my pitch is below for your easy reference.

Here's another [idea/stat/interesting tidbit that bolsters your assertion that this is a relevant topic...] I just uncovered. [And here's how it will enhance my story/our interview...]

Would you be interested in [a piece, scheduling an interview] on this?

Thanks so much for your consideration.

All the best,

[Your Name]

WHAT TO DO ON YOUR END

Action steps to take while you waiting for a response.

Come Up with a New Idea: Be prepared with your next idea so that if you get a “not right now” or “not right for us” response you can come back with a new and different idea that might be more on-target for this outlet given the feedback you've received. A no is not a no. Keep trying to offer valuable content to this outlet with new relevant, specific, service-based ideas.

Retool Your Idea for a Different Outlet: Just because it wasn't right for them, doesn't mean it's not right for someone. Take the pitch you developed and tailor it for a different outlet. Put a different spin on it. Apply it to one of your other niches. Don't discard. Renew, reuse recycle.

Track Your Progress: Use your media list spreadsheet to note what you pitch, to whom and when. Then add the dates on which follow-up is required, what the responses have been and what your next steps are in your media list spreadsheet, next to the outlet you've pitched.

Check the Pitch Bank for follow-up that worked!