

How to write a pitch

When getting in touch with a journalist, you'll need to send them a pitch.

This is a short structured email which will explain a little about you and your idea, including key facts.

Here's what you'll want to consider

1. Introduction, explain why you're getting in touch
2. Who you are and what you do
3. Why the story is of interest - is it time sensitive?
4. Who will the story help?
5. What are you offering? Tips, a product sample?
6. How they can find out more

Include a low res photo.

Example of ideal pitch:

I wonder if your readers would be interested in a piece on National Dog Photography Day which takes place on Sunday 26th July.

Last year it trended number 1 on Twitter (beating #fridayfeeling) and the world flooded the internet with their dogs.

I created the day to celebrate how much we all love photographing our dogs, but have also used it to raise money for local dog charities.

I could offer up some tips for your readers on how to take better photographs of their dogs, as well as how dog businesses can get involved too.

If I can help in any way, please do let me know, my number is 01234 567890.

Kind regards
Kerry



