

It starts with strategy:

How to pitch well, from first contact to follow-up

Step-by-step guide, data and templates
to get you to pitch perfect

— June 2020



Plan ahead.
If you take the time to find the
right fit, it will be genuine.



Welcome!

5 steps to help you hit your perfect pitch

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40 Your strategy framework planner

A ready-to-print planner to help you get the most from your next project

“

Spray-and-pray pitching doesn't work for long-term PR – we all know that. Yet it remains the industry norm. Results rarely come, and along the way you hurt your relationships with your contacts, burning bridges that are very hard to restore.

But true value lies in building out mutually beneficial relationships with those people. And you can only do that with **time**, **hard work** and **strategy**. There is no shortcut.

This guide is the result of a great deal of knowhow shared by some of the best comms people we know. If you find it helpful, tell us – or if you like, try a free trial of Prezly, our PR software. It won't shorten the journey, but it will make your ride smoother.

I hope you find it useful,



Jesse Wynants
Founder at Prezly



1. Plan ahead

Great PR is worth investing in. So, take your foot off the brake and make a plan.

As Josh Sternberg wrote in a recent [Media Nut newsletter](#), "**Media relations, at scale, is a Pyrrhic victory. Sure, you get your name in ink or on air, but to what end? If there's no strategy behind it, it's empty calories.**"

Decide what you want to achieve and work backwards from there. Do you want a feature in a specific publication? A guest slot on a podcast? To be seen as an authority in your niche by this time next year?

What does success look like to you?

Once you know what you want to achieve in the long term, you can break it down into short-term goals and use those to inform your strategy.

Which brings us to the next step.



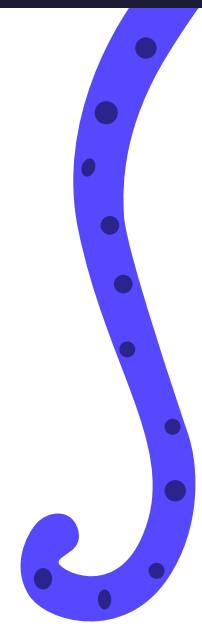
Slowly slowly catchy monkey

Odd proverb, isn't it? And a wise one too. For most of us, success doesn't happen overnight – it's a gradual process born of consistent effort applied over a long term. Here are a few things you should be doing outside of campaign time.

Specialise: Find the niche you personally want to be the expert in and go deep – follow newsletters, engage with communities, actively keep up with the conversation.

Participate: You can't only be active in communities when you have something to sell; return to the mantra of **give first, ask later**.

Gather resources: As you encounter new people relevant to your niche, add them to a list that you can revisit later, whether that's in your CRM, Twitter lists or somewhere else. Same for related posts and articles that may be of use further down the line.



2. Research

Now begins the hard part. It takes time, but by going the whole hog and **building a strategy** you're investing into the success of not only one single pitch, but that of all your future campaigns.

On the next page is an excerpt of a skeleton plan you might draw up when approaching your strategy; you can find the full **strategy planner template** at the end of this guide.

An important question to ask is, **what will I do with this content once it is published?**

You've spent all that time researching, liaising and pitching to achieve coverage in a big paper. Would it be better to a) plan how you can get the most out of that content once it's out, or b) log it as "coverage", add it to your report and start the whole process from scratch with Publication Number 2?

If b) is where your planning ends, you're going to be wasting a lot of effort.

Instead, you need to build out a plan where each success lays the groundwork for the next. Or as Andy Crestodina puts it, "**The job is never done. It just begins again.**"



Strategy framework planner

What do you want to achieve?

Raise client's profile as an expert in robotics for film

Pick 3 publications you want to be published in:

1. *Empire*

2. *Digital Spy*

3. *Little White Lies*

Find 5–10 contacts for each and research them one by one.

What are they writing about?

*New Star Wars, move from cinema to on-demand releases,
representation, trend of cgi in film; writes mostly features*

TIP

It goes without saying that you're looking for contacts whose interests and audience align with yours.

A post from a writer in a misaligned sector will give you a one-off piece of coverage or an inlink to your site, but it won't provide any lasting value – for either party.

What are they sharing/talking about on social media?

Star Wars, new season of Killing Eve, revolution, cats

How do these areas fit with what I'm doing?

Recently drew up schematics of how a real lightsaber could work

Am I involved with any content I can reference them in?

Interview next week, mention stats from her Radio Times article

“

You really got to pamper that person upfront. You're trying to get that reciprocity going, so you want to knock them off their feet with everything you've done.

If someone does something that you find helpful, that you enjoy, take a moment to let them know. Comment or email or whatever. Just start that conversation.

I would walk up to somebody and say, hey, love your article. I'd love to reference it in my blog post. Would that be cool with you? **Most people don't do this.** Most people just link to it. But the idea here is to build that relationship.

Then I'll send them the link when it's ready. Then I'll ask them for their feedback on it. All those touch points are building that relationship. The more touch points you have, the better. Eventually, that person is going to click on a link in your signature just to check out who you are.

And most of them need data and insights, and they want the personal connection. Just give them what they want.



Dmitry Dragilev
Founder at JustReachOut

This quote is from
PR Roundtable: How to pitch to anyone
Watch the full 1-hour episode [here](#)

3. Knock them off their feet

Find a way that you can be of **value** to this person, and do it. For example...

- You're involved in an upcoming article and want to reference them or their work
- You've created a follow-up to their article (a blog post, data visualisation, tweet etc)
- You've researched what they're writing about and can refer them to resources for a new angle they've yet to cover – new data, a study, an expert quote...
- You take part in conversations on social media or other communities where you have recommended something this person has published

Give them something of value and let them know. **Then keep doing it.**



How to start a conversation



Bad way

New Message



To buddy@prhero.com

Subject Opportunity for collaboration

Hey there,

I just read your new post. Great stuff. I saw that you mentioned PR in there, which is a field our company works in. So can you link to us in your article?



Good way

New Message



To buddy@prhero.com

Subject Referencing your article in new Pitching Guide

Hey Buddy,

I loved your article on building relationships in PR and I want to quote it in this new pitching guide I'm working on. Here's what I'd like to include – are you ok with that?

4. Get them to come to you

Keep demonstrating that you understand your new contact's audience and can give them quality information. Be useful. Build up that trust.

Make them curious.

If you show that you are genuinely engaging with their content, being helpful, being active in their communities, they will start to recognise you as someone they can trust to provide information relevant to them.

They will take the initiative to click on your profile and find out who you are.

The key here, of course, is never to abuse that trust. It takes a lot of work to make sure you are consistently giving something of value, but it's the only way a mutually helpful, respectful relationship can work. **There are no shortcuts.**

If your new connection seems open to it, this is the perfect time to **offer to have a call** – not to pitch them, not to sell anything, but to introduce yourself in person, learn a bit more about who this person is and see if you have a natural rapport. It can do wonders to boost your relationship.

TIP Include links to your social media profiles in your **email signature**, whether that's LinkedIn, Twitter or somewhere else where you're active. It doesn't need to be a work account – we're all human; it's ok to show a little personality.

It helps to write

Writing specialist posts is a great way to establish yourself as an expert, find new connections and create an opportunity to link to the work of journalists or content creators that you want to work with.

As an added perk, if your writing has been featured by a recognised publication, you can mention it at the start of your pitch to get that stamp of legitimacy in the eyes of a stranger.

There are plenty of ways to get started; if writing isn't your strong suit, take a course or pick a different medium. Here are a few ways you can share your voice online:

- **LinkedIn Pulse**
- **Twitter/social threads**
- **Social videos**
- **Livestreams**

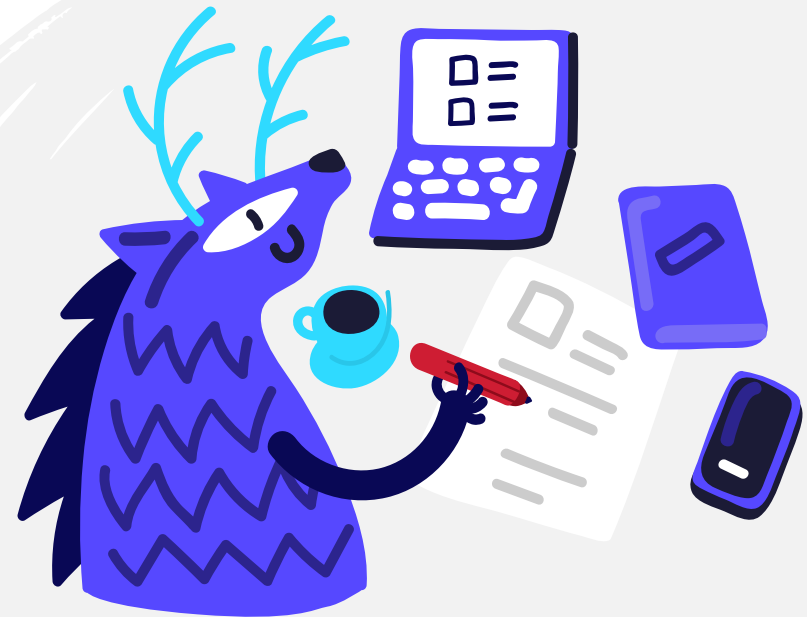
Remember, **don't write to promote your clients**; write to share your knowledge and build up a genuine "personal brand" that reflects **you**. It all helps.

5. Pitch

By this stage you know what your new contact is interested in and have an idea of how responsive they are. When you email them, use what you've learned to personalise your pitch and make sure to send it from your own name, which by now will be familiar to them.

If the fit is there and you have shown that you will put in the work to give them something of value, they will most likely say yes.

You're ready for the next part of this guide.



**How to write the
best pitch, backed
by numbers**



Short version: here's what you need to do to write a great pitch

Based on data from the **15,976,113 emails** sent through **Prezly in 2019**

- Keep your subject line SHORT
- Use analytics to hone your headline
- Send to small, targeted groups
- Make it personal (or at least mail merge)
- Keep it to <100 words
- Include 1–5 images

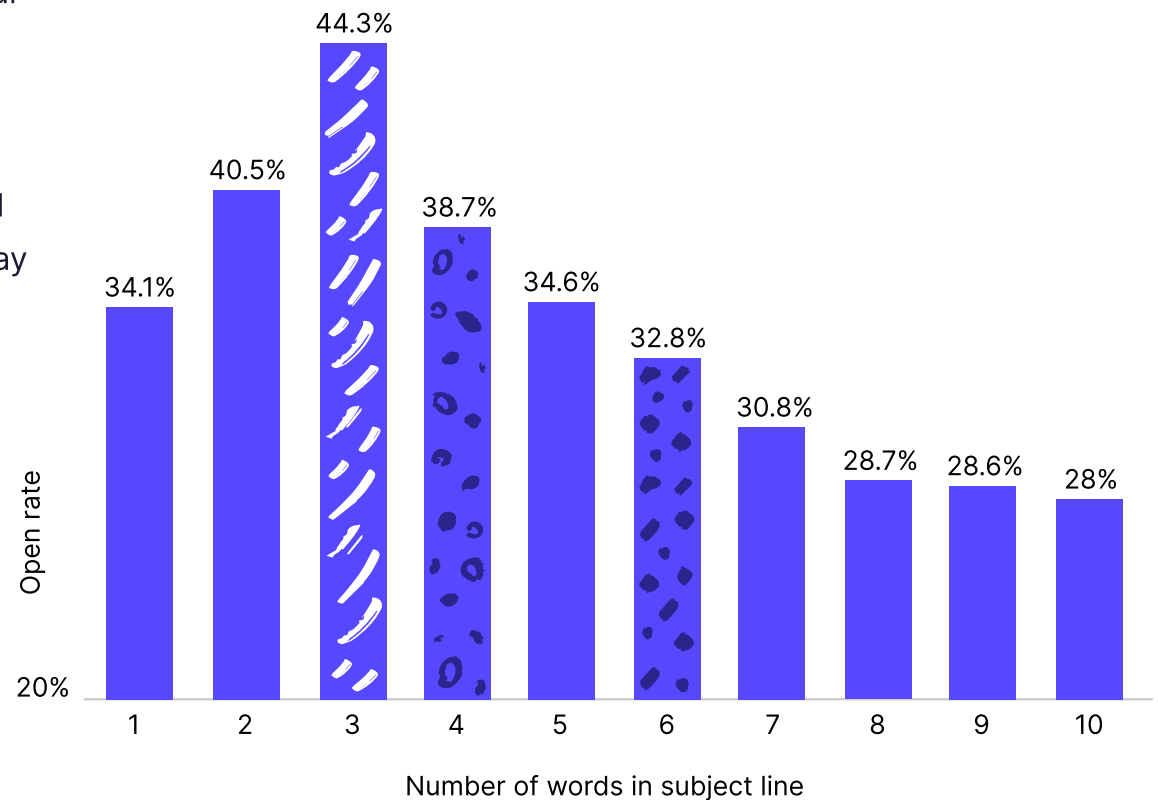
Here's the long version →

Keep your subject line SHORT

Looking at all ~16 million emails sent through Prezly in 2019, those with just **3 words in their subject line** performed best.

Translating that to character count, the most successful subject lines consisted of just **10–20 characters**, followed by 20–30 and then 0–10 characters.

Add to that the fact that subject lines get cut to around 50 characters on most mobile phones, and the takeaway is simply **keep it short**.



Use analytics to hone your headline

If you have a lot of people to pitch, **don't do it all at once**. Work on creating a catchy subject line and use it to pitch 5, 10, 20 people who you think will find it interesting. Then check your open rate.

For most campaigns, 20% is considered a decent open rate; **you should aim for 50–70%**.

There's a lot of info available online on A/B testing subject lines; use it to refine and test yours.

A major thing to remember is that **subject lines flop when there isn't a good audience fit**. But all that research you did at the strategy stage should help you with that; go back to your notes, remind yourself of what your contacts are interested in.

TIP Use **contact tags and niche segments** to make it easier to target the right audience in future. Do certain contacts respond best to a particular no-nonsense style of subject line? Great – tag them with “use serious headline” so you remember next time.



“











Here are the open rates of a few pitches I sent out recently for a personal project. With each send, I targeted 10–30 contacts and adjusted the subject line to investigate what people responded to. Given that I wanted to reach people running charities, I knew they were limited on time and low on funds, so I emphasised words that highlighted that I was offering something for free, and that it wouldn't require a big time commitment.



Kate Bystrova
Storyteller at Prezly

[Take a tour](#)
[Create Campaign](#)

1 - 5 Campaigns of 5
Filter

Subject	Author	Recipients	Open Rate	Click Rate	Reply Rate	Unsub
 A short list of the info I need for your FR...	 Kate Bystrova	27	81%	0%	7%	0%
 Hi, I'd like to give you a free profile on a...	 Kate Bystrova	28	86%	0%	7%	0%
 Hi, I'd like to list your shelter on my site	 Kate Bystrova	11	55%	0%	9%	0%
 Hi, I'm launching the Animal Shelters U...	 Kate Bystrova	21	45%	0%	See replies	0%
 Please complete your free profile on Ani...	 Kate Bystrova	27	52%	0%	7%	0%

Screenshot from Prezly.com

Send to small, targeted groups

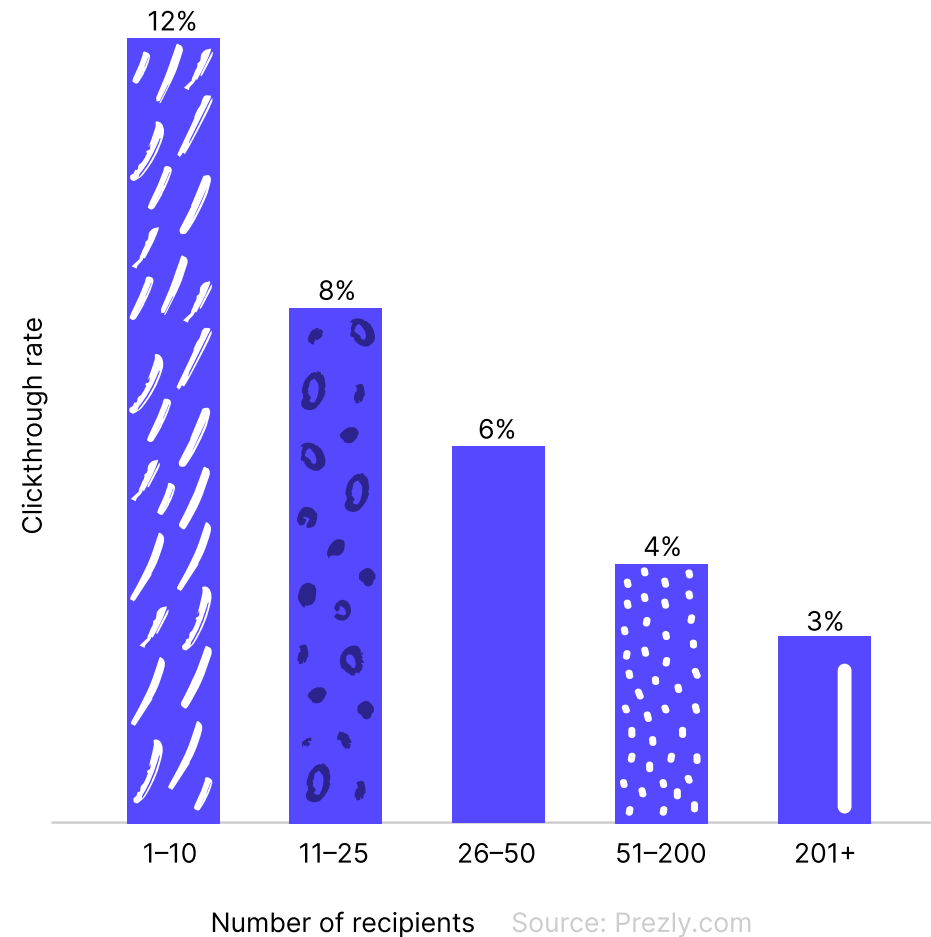
Pitching small-scale doesn't just give you the opportunity to try out different subject lines, it also allows you to carve out your niches.

Less targeted email = Lower clickthrough

Near 16 million emails were sent through Prezly in 2019. Looking at that data in aggregate, we were able to see how the number of recipients tallied up against email clickthrough rate – making the assumption that the smaller the mailout, the more targeted it is.

As you'd expect, the data showed that **the less targeted an email campaign is, the lower its clickthrough rate.**

The point here is one that we keep returning to: targeting. In order to send your audience something relevant, you need to understand who your audience is.



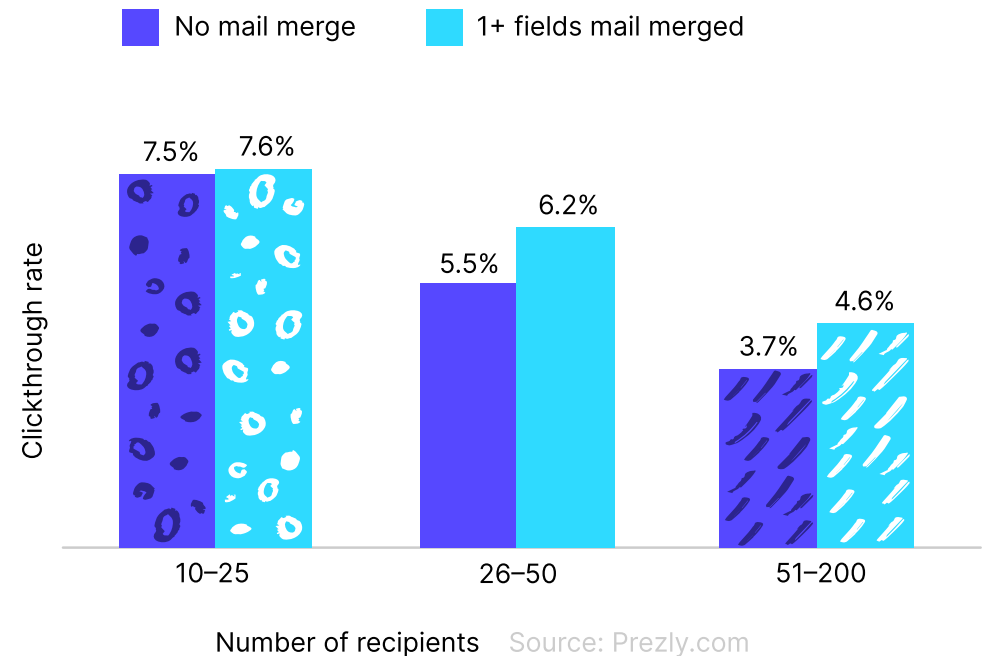
Make it personal

For your most important pitches, go one-on-one.

Second best is to carefully research and compile an audience of **10 people or fewer**. This audience will be niche enough by virtue of targeting so as not to require further personalisation, gaining a **14% clickthrough rate** regardless.

However, if you must send a campaign to **10+ contacts**, use mail merge to personalise it at least a little.

TIP When using **mail merge**, go beyond the salutation. You can use dynamic fields to insert your contact's name or other details anywhere in your pitch – use it to catch their attention mid-sentence or as you sign off.



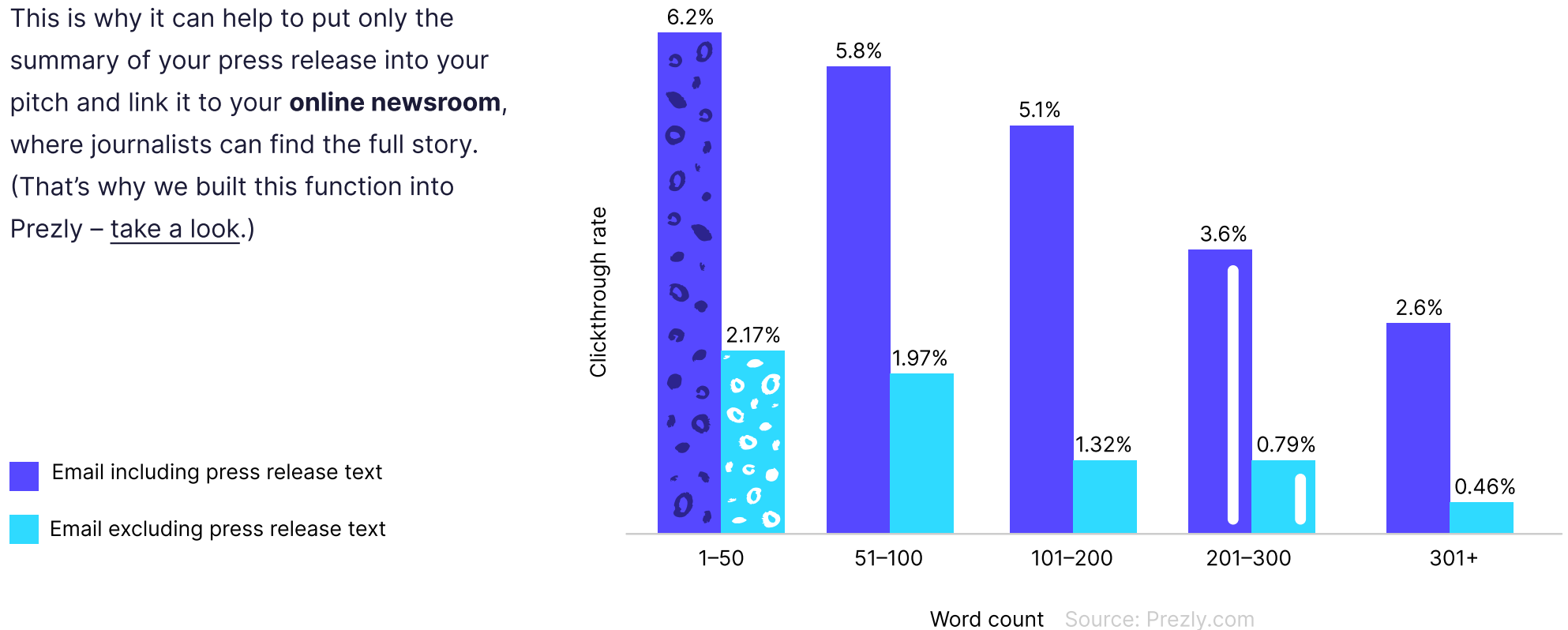
Keep it to <100 words

Our data suggests that, on average, pitches of **<100 words** perform **up to 4x better** than those with 300 or more.

Simply put: **the shorter, the better.**

This is why it can help to put only the summary of your press release into your pitch and link it to your **online newsroom**, where journalists can find the full story. (That's why we built this function into Prezly – [take a look.](#))

Recent survey data from [Muck Rack](#) supports the claim that shorter is better: “**92% of journos** also said their ideal pitch length is capped at 2–3 paragraphs.”

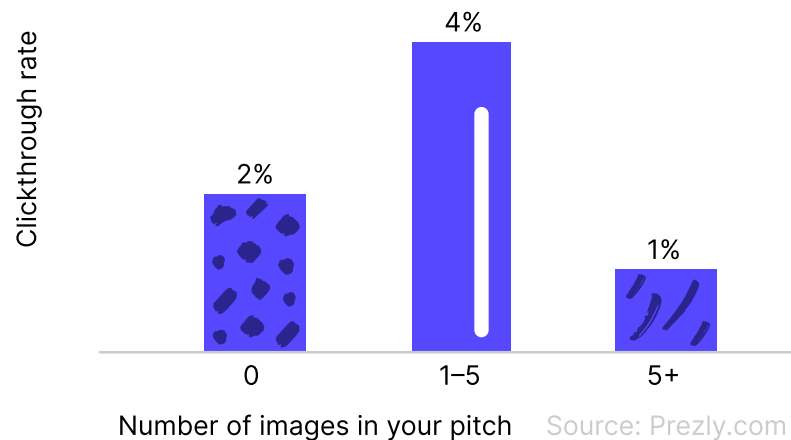


Include 1–5 images

Time to put the final pillar of emails to the test: **images**. Should you use them in your pitches?

Two years ago, we found that pitches with no images performed best. It appears times have changed.

Looking at the data, pitches that use **1–5 images** score the highest clickthrough rate.



The smart way to follow up



Didn't open

If the person you emailed didn't open your email, check their social activity first: 83% of journalists used Twitter in 2019, and the latest trends suggest that more than half of the world's population will be using social media by the middle of 2020.

If they are active elsewhere but haven't opened your email, it's time to **change up your subject line and try again** since by now, your first email is lost to the tomb of their inbox.

If they normally post frequently but have been quiet for a couple of days, chances are they haven't been keeping up with their email either. Give it a bit more time.

Overview

1 - 25 Contacts of 170

Email Tag ...

Search Contact...


Filter 1

Create Contact

First < > Last

All Recipients	32
Opened	19
Clicked	17
Replied	11
Unopened	12
Undelivered	1
Unsubscribed	2

☐



Dan Scully
Writer at **Scifi Scoops**


dana.scully@scoops.com

(603) 555-0123

bigbear444

Blogger Europe Spain

☐



Tyrone Henry
Influencer


ty@gogogadget.com

(907) 555-0101

smallladybug803

Blogger

☐



Logan Hopkins
Journalist at **Nintendo**


wolverine@nintendo.com

(603) 555-0123

pewpewpew

Journalist Europe Japan

☐



Norma Simmons
Editor at **NBC**


n.simmons@nbc.com

(414) 555-0132

redkoala509

VIP

☐



Max Cooper
Head of PR at **Sony**

max@snony.com

(704) 555-0127

tothemax

PR Mexico

Join the conversation

Being part of a community helps you be visible and start to get those touchpoints with the people you want to build relationships with, whether that's content creators or other PRs.

Here are a few great PR communities:

- **SpinSucks Community**
- **#PRsUnite**
- **Social PR Posse**
- **r/PublicRelations**

Just remember – these communities aren't for self-promotion, they're for sharing experience, having discussions and meeting new people. Respect this and you'll learn so, so much.

Opened, but didn't click

They're opening your email – that's a good sign – but something in the pitch just doesn't work. Maybe the fit just isn't there. Give them a day or two to respond, and if they don't, drop them a short email to find out why they don't want to go further.

Your goal is to learn if something is blocking the pitch from landing.

If it turns out they aren't interested in your pitch, politely ask what they **are** interested in; it will help you to send them relevant information in future (or take them off your media list entirely).

TIP Use **tags** in your CRM to differentiate the types of stories in which each contact is – or is not – interested, e.g. "only send new stats and research". **Filter** against these tags when pitching.

Opened, clicked, but didn't reply

Wait a day or two. If they haven't been in touch, drop them an email to offer more information, exclusive content or a call. If they still look but don't reply, chances are **they simply aren't interested**, so best leave it be for now; instead, consider looping them in on a future announcement – but only if you believe it's relevant.

As before, your goal is to find out what this person is interested in so that you can curate the types of stories you send them in future.

Ok! That was a lot of info.

Ready to put it all into practice? →





Request your Free 14-day Prezly trial

Manage your contacts • Create your newsroom • Publish your stories
Send pitches & campaigns • See who's engaging

www.prezly.com/trial

Takes just 30 seconds :)

What can you achieve in 14 days? →



“

Without proper tracking, you don't even know what's going on. You send the message and you don't know if someone opens your email or what's happening on the other side.

With the statistics from Prezly, we have a really clear picture of whether a person opens our email or ignores it, and use that information to improve things if this feedback is not what we expected.



Jānis Dzenis
PR Director @ Aviasales

Read Jānis's case study:
No bullsh*t, clear writing and
a good story, [here](#)



**What you can do with
your 14-day Free Trial**








1. Import your contacts

.csv, .xls, copy-paste and other formats accepted

You can include any existing tags in your import file, or easily create new tags and segments within your Prezly CRM.

Wherever you see this icon, it means the system has found additional enrichment information for your contacts.

Enrichment found!

<input type="checkbox"/>	 Dan Scully Writer at Scifi Scoops	dan.scully@scoops.com	▼	(603) 555-0123	spooky1947	Blogger Weekly blog USA
<input type="checkbox"/>	 Tyrone Henry Influencer	ty@gogogadget.com	▼	(907) 555-0101	tyverymuch	Influencer
<input type="checkbox"/>	 Logan Hopkins Journalist at Nintendo	wolverine@nintendo.com	▼	(603) 555-0123	pewpewpew	Journalist Europe Japan
<input type="checkbox"/>	 Norma Simmons Editor at NBC	n.simmons@nbc.com	▼	(414) 555-0132	redkoala509	VIP
<input type="checkbox"/>	 Max Cooper Head of PR at Sony	max@snony.com	▼	(704) 555-0127	tothemax	PR Mexico



Additional enrichment information



Contact error found

2. Create your story

If you want to include a press release in your pitch or campaign, just create it with the built-in multimedia editor, hit publish and link it to your pitch with two clicks.

Your stories live in your online newsroom – public, private, embargoed, it's up to you.

You can embed livestreams, tweets, videos, galleries, contacts, audio files – pretty much whatever you want.

Your story, your way.

Title

Subtitle



Start typing or use the + to add other content



Add image



Add Gallery



Add Video



Add Attachment



Add Divider



Add Contact



Add Social Post

In testing



Add Link

In testing



Add Embed

In testing

3. Write your pitch

Pitch one-on-one or use the “campaign” option to send to multiple people.
Remember to include dynamic fields to personalise your message.

- 1 Compose Email
- 2 Add Contacts
- 3 Review Recipients
- 4 Send or Schedule

Sender Address

coolcat@prheroes.com

▼

Subject

I've included your pitching article in my new guide :)

Hello

%contact.firstname%

+

Start typing or use the + to add other content

Add Content to your story

Add Story

4. Send to your niche audiences

See the previous section in this guide to get a step ahead, and remember to target the best audience for your pitch by sending to a specific tag or segment.

1 - 25 Contacts of 170

Email Tag ...






Search Contact... Filter 1

Create Contact First < > Last

Tag Journalist x VIP x Any of these

Country Chile x Mexico x Japan x Any of these

+ Add Rule Create Segment i

<input type="checkbox"/>	 Dan Scully Writer at Scifi Scoops	dan				
<input type="checkbox"/>	 Tyrone Henry Influencer	ty@				
<input type="checkbox"/>	 Logan Hopkins Journalist at Nintendo	wolverine@nintendo.com	▼	(603) 555-0123	pewpewpew	Journalist Europe Japan
<input type="checkbox"/>	 Norma Simmons Editor at NBC	n.simmons@nbc.com	▼	(414) 555-0132	redkoala509	VIP
<input type="checkbox"/>	 Max Cooper Head of PR at Sony	max@sony.com	▼	(704) 555-0127	tothemax	PR Mexico

“

Prezly makes it easy to tag contacts and segment them into groups. This enables us to deliver news to the right contacts and avoid spamming the rest, which helps us keep our communications relevant.

The clean and straight-forward contacts interface, the easy contact merging functions, and the ability to add custom tags helps a lot when it comes to keeping everything organised.



Jens Schäfer
Head of Communications at Crytek

Read Jens' case study:
How this AAA publisher uses Prezly
to keep up with influencers, [here](#)

5. Analyse the results

See when your message is delivered, opened, clicked and replied to. Bounced email? Check for typos. Same contact opened your email 10 times but hasn't been in touch? Reach out to them another way.












TIP Check to see if **auto enrichment** has found your contacts' social media profiles.

1 - 25 Pitches of 1170		<input type="text" value="Search Pitches..."/>		<div><div></div><div></div><div></div></div>		<div>First < > Last</div>	
Author	To	Subject	Sent	Delivered	Opened	Clicked	Replied
 Marcos Sá marcos.sa@marca.es	 Emma Kobylenski	Hello Marcos, It was great meeting with you this morning!					
 Alex Hamilton a.ham@example.com	 Tyrone Henry	Mohsen + Vent Airlines!					
 Nev Simmons nevaeh.simmons@exampl...	 Brandon Flores	Nev! Hello! Congratulations on the new position					
 Dan Scully dan.scully@scoops.com	 Albert Warren	Buddy! When are you visiting our HQ?					
 Logan Hopkins wolverine@nintendo.com	 Norma Simmons	Thanks for the nice words about Vent Airlines, Logan					
 Erica Hawkins erika.evans@example.com	 Soham Howard	Erica, We loved your write up about your Vent experience					

6. Tweak, repeat & follow up

Use your open & click rates to fine-tune your messaging.

Open rate below 50%? See if you can improve the subject line. Open rate good but no clickthrough/response? Try shortening your pitch or reviewing your angle.

Subject	Recipients	Opened	Clicked	Replied	Unsubscribe														
 New episode! It's totally pitchin' 🤪	50	82%	80%	12	0%														
 Watch the new episode ne	<table><tr><th>Name</th><th>Email</th><th>Opened</th><th>Phone</th></tr><tr><td><input type="checkbox"/>  Logan Hopkins Journalist at Nintendo</td><td>wolverine@nintendo.com</td><td>▼</td><td>7</td><td>(603) 555-0123</td></tr><tr><td><input type="checkbox"/>  Norma Simmons Editor at NBC</td><td>n.simmons@nbc.com</td><td>▼</td><td>5</td><td>(414) 555-0132</td></tr></table>					Name	Email	Opened	Phone	<input type="checkbox"/>  Logan Hopkins Journalist at Nintendo	wolverine@nintendo.com	▼	7	(603) 555-0123	<input type="checkbox"/>  Norma Simmons Editor at NBC	n.simmons@nbc.com	▼	5	(414) 555-0132
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<input type="checkbox"/>  Logan Hopkins Journalist at Nintendo	wolverine@nintendo.com	▼	7	(603) 555-0123															
<input type="checkbox"/>  Norma Simmons Editor at NBC	n.simmons@nbc.com	▼	5	(414) 555-0132															
 New episode! Registration																			
 New episode! Register now 🙄	30	62%	40%	4	0%														
 We're launching a new webinar	20	10%	0%	0	5%														

“

We now have one hub with all of our influencer data, where we can easily segment by brand and interest.

Using Prezly with different departments makes it easy to reuse each other's messages while keeping them customised in function of the target group.

The opportunities to optimise communication efforts are enormous.




Nicolas Robeet
Digital Manager at AB InBev

Read Nicolas's case study:
On storytelling and becoming a
more vocal company, [here](#)

7. Work as a team

Collaborating on the same contact lists and campaigns can be tricky – that's why Prezly logs your team's interactions with each contact in a straightforward timeline.

TIP If you connect your mailbox to Prezly, it will automatically log your **email replies** – don't worry, you can exclude sensitive contacts :)



Lilian Albuquerque
Product Designer
EN ES

Edit Person ...

Activity
Email Report

★★★★★▲
This contact is highly interested and engaged with your content

Organisations
Add
Prezly
27 person working here

Tags
Add
Academy x Collaboration x
Guest post opportunity x
PR Influencer x

Add Note Send Pitch Log Coverage

KB

Kate Bystrova added a note
a minute ago

Hey Ivana, I ran into Lilian at the event yesterday and she's super keen to be involved with next week's launch. Could you loop her in on the details? Thank you! 🙌

Note Pinned Edit Note Delete Note

heartbeat

Lilian Albuquerque visited the Prezly Heartbeat newsroom
5 days ago

Newsroom Visit

Prezly Heartbeat - Newsroom

16:09

Newsroom Visit

Santa all-hands 2019

16:09

heartbeat

Gijs Nelissen sent a campaign.
2 months ago

Taking Customer Success and Support to the next level
To lilian@prezly.com
From gijs@prezly.com

Load Sent Email

8. Log coverage

Link online or offline coverage to the author, newsroom, outlet and more, making it easy to search for and report on coverage later.

Edit Coverage

Type


☒ Online Coverage

☐ Document

URL

<https://www.prezly.com/contact-management-report-2020>

Global PR Survey 2020: The Results



Results of the Global PR Survey 2020

This year's survey focused on the topic of Contact Management, tapping into the experience of 412 PR professionals from across the world, identifying their biggest pains and finding that most PRs can

Publishing Date

1/6/20

Outlet

Prezly

Author


KB Kate Bystrova

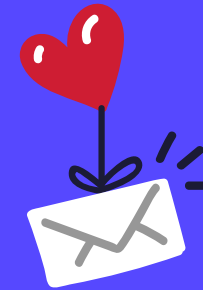
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Strategy framework planner

Your roadmap to great PR



Your campaign outline

What do you want to achieve?

Pick 3 publications you want to be published in:

1.

2.

3.

What will you do with these articles once published?

1.

2.

3.

Ran out of space for your answer? Then your planning isn't targeted enough. Look again at what you want to achieve, and make it tighter. It's always better to do a few things really well than a lot of things poorly.

Some ideas:

- Share with your network
- Link within existing content (which content?)
- Reference in future content/pitches
- Create visuals of key points for easy sharing online
- Use as a stepping stone to further your relationship with the author
- Can you update this content in future?

Research

Name:

Writes for:

What do they write about in general and at the moment?

What are they sharing/talking about on social media?

How do these areas fit with what I'm doing?

What can I offer them that's of value?

For each publication, find 5–10 contacts. For **each** one of those contacts, copy this page and use it to guide your research.

Make sure there's a good fit. Without it, no genuine reciprocal relationship can develop.

Useful links (e.g. Twitter profile, recent content...):

How can you add value?

*Share my commentary on their comms article on social,
tag them and invite discussion*

Aim to offer at least **7 things of value** before asking for anything.



Notes:

Quality control & the drive to do better

Once you start communicating with your new contacts and learning more about them, use that experience to shape your relationship with them. It will naturally become more organic.

At the same time, continue to use your strategy outline and refer to it frequently as a form of guidance and quality control.

Writing out and revising your strategy will:

- Keep your ultimate goals front of mind
- Make sure you stay on your contacts' radar
- Put you in a position to assess the results of your efforts and adjust your strategy accordingly

Plan, execute, assess, repeat, all with the aim of adding **value**. That's the secret sauce.

TIP In today's hectic world, it's easy to fall out of touch. **Set yourself reminders to check in with people.** Do it even if you're at a point where you consider one another professional acquaintances or friends. Treat it as part of your job, because it is.





PR software for better, faster
communication.

Did we miss anything?

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— June 2020

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