



THE
AGENCY

PR
Workbook

How to pitch to journalists

The 5 step formula.

Step 1: Thinking of feature ideas.

What lessons have you learnt along the way in your business that might be useful to others?

What might people find interesting about you or your brand? Do you have an interesting reason for starting? Did you turn a hobby into a business? Did you start a business accidentally?

What events/ occasions are coming up that are relevant to your brand? Eg. if you're a psychologist can you give tips on how to survive festive family feuds?

What advice or tips could you share with others that relate to your brand? Eg., if you're a social media manager, what advice can you give to people on editing the perfect selfie? If you own a candle brand, what home spa night tips can you give people?

What types of roundups could your product go into? Eg. If you have a beauty brand what sort of heading could you group similar products under?

Ideas-

Write down some of your ideas of your own pitches!

The 5 step formula.

Step 2: Determining what it is you're pitching.

Full feature:

If you like writing or feel confident doing so then you can pitch a full feature. The benefit of this is that it gives the journalist very little work to do.

Tips:

Offering a number of ways, advice or hacks on ways to do something, make something or achieve something. These do particularly well with digital publications and readers love to feel they are getting insider insight, first-hand tips and ways to save time and money.

Product/service (cont):

This works when you are pitching to be included in a gift guide ('best christmas gifts for him' or 'best Valentines Gifts when you want to splash out'). This works best for key events during the year where gift guides are typically created- Christmas, Valentines day, easter (think food!), post exam results, Black Friday, back to school etc. It also works well for seasonal roundups like 'winter moisturiser' and 'sun tan lotion'.

Quotes/opinion:

If you don't have a specific feature idea to pitch or just want to align yourself as an expert in your field then you can offer quotes on a certain topic or your opinion on a relevant subject. This type of pitch works well for reactive PR- ie. when it relates to a topical event- whether this is Christmas or when you see a topic being talked about in the press and have value to add via quotes.

Product/service:

This is the most straight forward angle. It just means putting your product or service forward without offering quotes, advice or commentary of any sort.

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Notes

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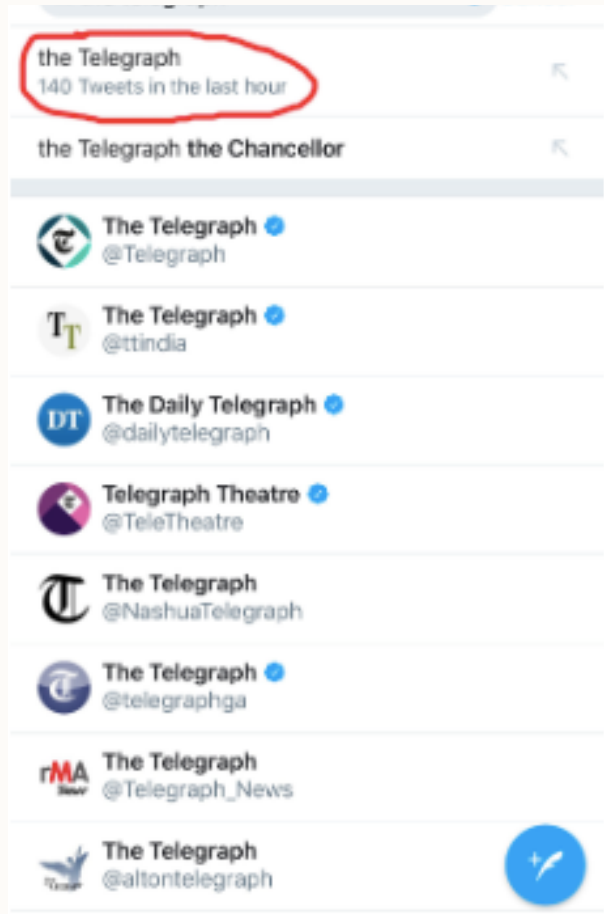
The 5 step formula.

Step 3: Finding who to pitch to.

- +Do your research online before buying print magazines and newspapers.
- +Remember that print and online have slightly different demographics.
- +Make a list of journalists and the publications who write about topics similar to yours.
- +You CAN pitch members of the same team but send individual email- never send an email to more than one journalist at a time.
- +Check the masthead of a magazine- you will find names and positions and often email addresses.
- +If you know exactly who you are pitching to then search their name or find them on twitter where you will often be able to find their email (remember to check the 'tweets and mentions' tab)
- +You can tweet a journalist to ask for their email as long as you have thoroughly checked and cannot find their email online- this is a last resort!!
- +If you know you want to pitch to a specific publication then you can also use the method on the next page to find email addresses (remember that once you have the email format for a brand you can then swap any name into this once you find them!)

Notes

1. SEARCH FOR THE NAME OF THE PUBLICATION ON TWITTER AND THEN CLICK THE TOP ENTRY



2. SELECT THE 'PEOPLE' TAB ALONG THE TOP- THIS WILL SHOW YOU EVERY TWITTER PROFILE THAT HAS THE NAME OF THE PUBLICATION IN THEIR BIO- EFFECTIVELY A LIST OF EVERYONE WHO WORKS FOR, OR IS RELATED TO, THE PUBLICATION.

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3. YOU CANNOT USE THIS FORMAT FOR EVERYONE ELSE
IN THAT 'PEOPLE' TAB- WATCH OUT FOR FREELANCERS
WHO MAY NOT CONFORM TO THAT EMAIL ADDRESS
AND HAVE THEIR OWN.



The 5 step formula.

Step 4: How to pitch.

Pitching is an art not a skill, and once you know the formula for how to create an effective pitch.

you can apply it to all future pitches.

Here's how:

THREE WHYS AND A WHAT

WHY NOW?

WHY YOU?

WHY THEM?

WHAT ARE YOU PITCHING?

Practice writing out your pitch:

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The 5 step formula.

Step 5: following up

+DONT BE DEFLATED IF YOU DONT HEAR BACK

+WAIT ONE/TWO DAYS IF IT IS TOPICAL OR THREE/FOUR DAYS IF NOT
AND THEN FOLLOW UP WITH THE JOURNALIST

+MAKE IT CLEAR YOU UNDERSTAND THEY ARE BUSY

+OFFER GENERAL HELP IN OTHER WAYS

OHHEY@INGEHUNTER.CO.UK

Pitching Calendar.

Now you understand a bit more about the narratives with in your brand it's time to put together your pitching calendar

Your pitching calendar will act as the anchor for everything you do when it comes to PR.

It will mean that you never miss an opportunity to get coverage for your brand and that you can schedule the rest of your time accordingly.

Some weeks you won't need to do any PR, some weeks an hour or so and perhaps every few months take half a day to really take Stock of where you are at, make adjustments and plan for the quarter ahead.

Key notes for this section:

+ When pitching to monthly print magazines (e.g. Elle, Harper's Bazaar, Red, Marie Claire, GQ etc.) be aware that they close their issue five months before the release date. So if you want to feature in their December issue you need to be sending off pitches in June/July.

+ For digital publications the lead time is much shorter. If you are pitching for a set event, i.e. Christmas, Valentine's Day or Easter then start sending emails around a month in advance for products and advice pieces. If it's topical (e.g. linked to breaking news) then send the pitch as soon as possible.

+ If you are unsure exactly when to pitch to digital publications then google similar products or features to the ones you are pitching, look at the date they went live online.

+ When pitching to print magazines make sure to identify which issue you are looking to be featured in- e.g. the March issue.

+ Some publications publish their schedule online and so it's worth checking for media packs on the websites of the publications you want to pitch to (both print and digital) when you are compiling the calendar.

*Use the workbook & training
video to help guide you*

Things to make a note of in your pitching calendar.

-National days -e.g. National Lipstick Day

-Key events in your industry- e.g. London Fashion Week.

-When you are going to be abroad-there is no point pitching to a journalist and then being uncontactable. The back and forth process can be unpredictable and sometimes you may be called upon last minute to put something together so make sure you're going to be available.

-Date to start writing a pitch (give yourself more time at the beginning so you don't feel pressured).

-Date to send pitch.

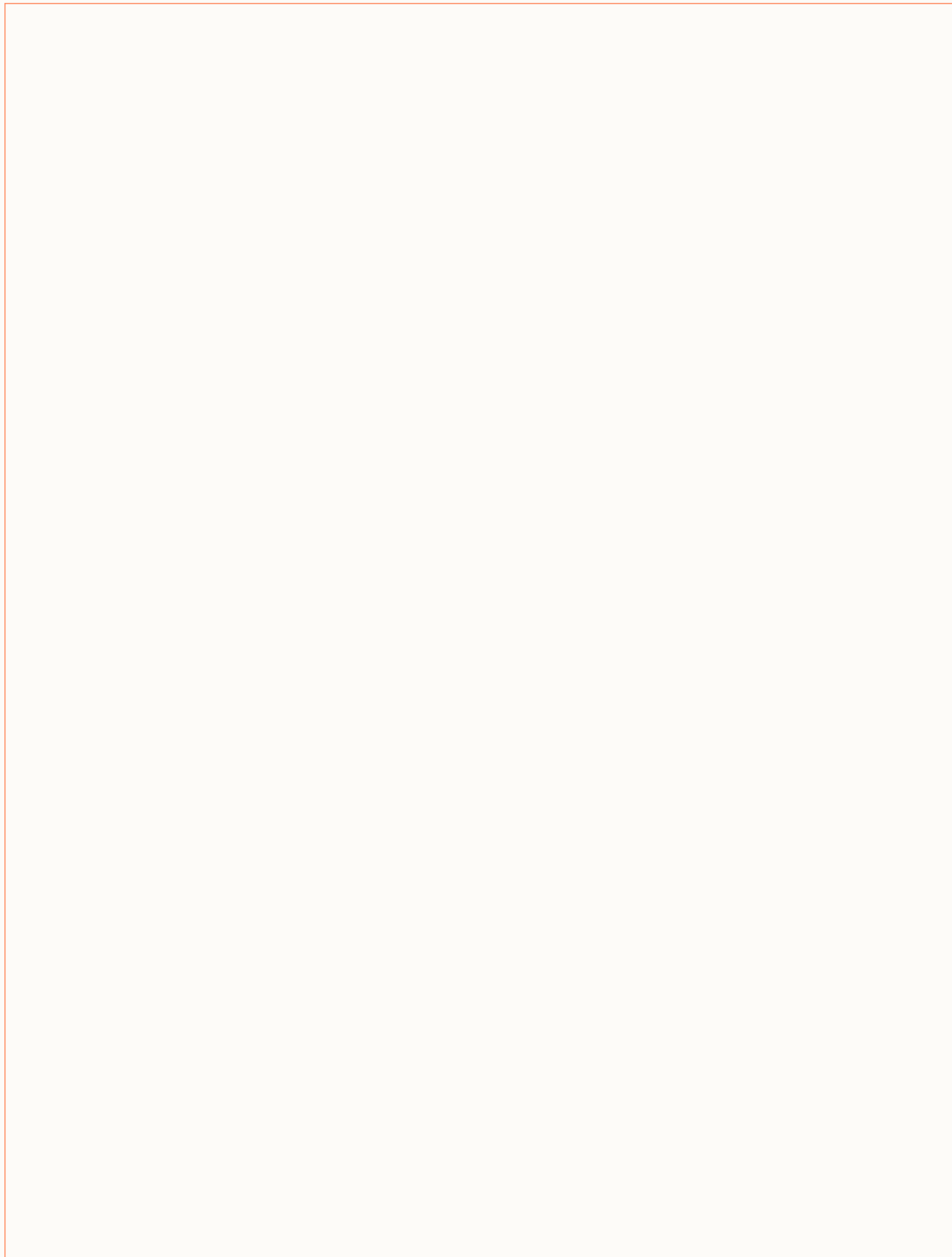
-Date to chase pitch (you can add this in as you go along and gage how the back -and-forth process works)

-Dates each magazine issue closes(e.g. mark July as the month that the December issues of monthly magazines close.

Notes

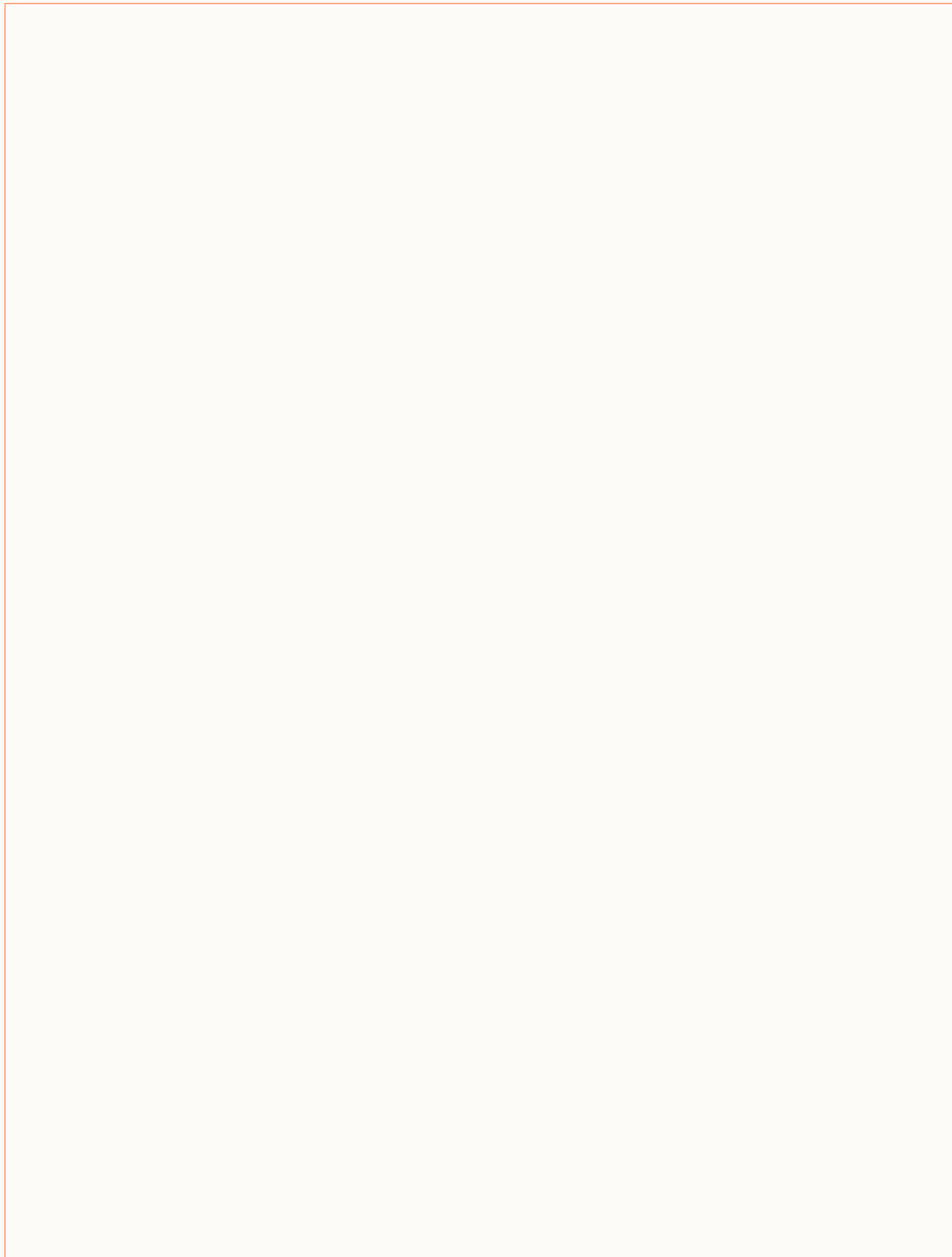
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JANUARY



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FEBRUARY



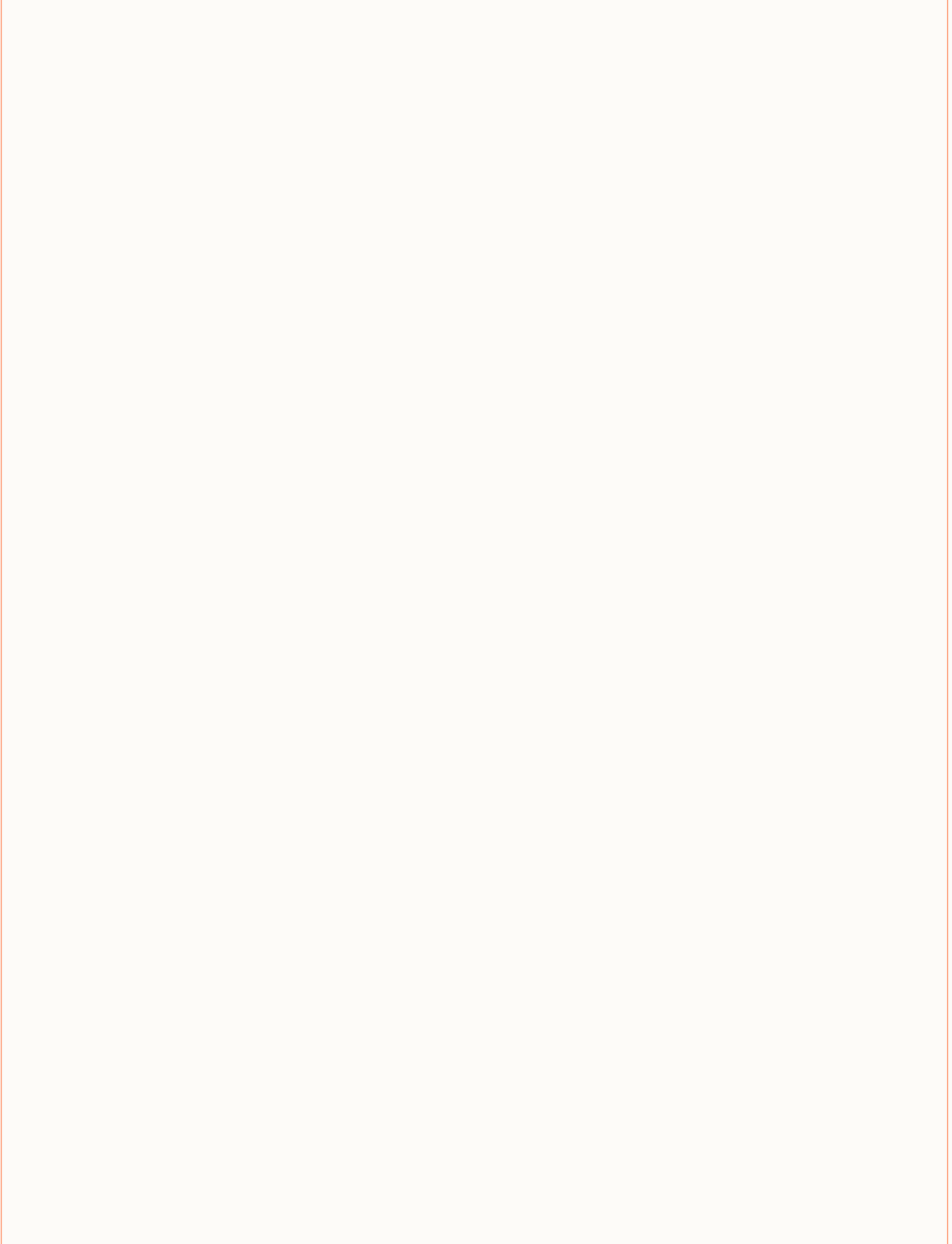
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MARCH



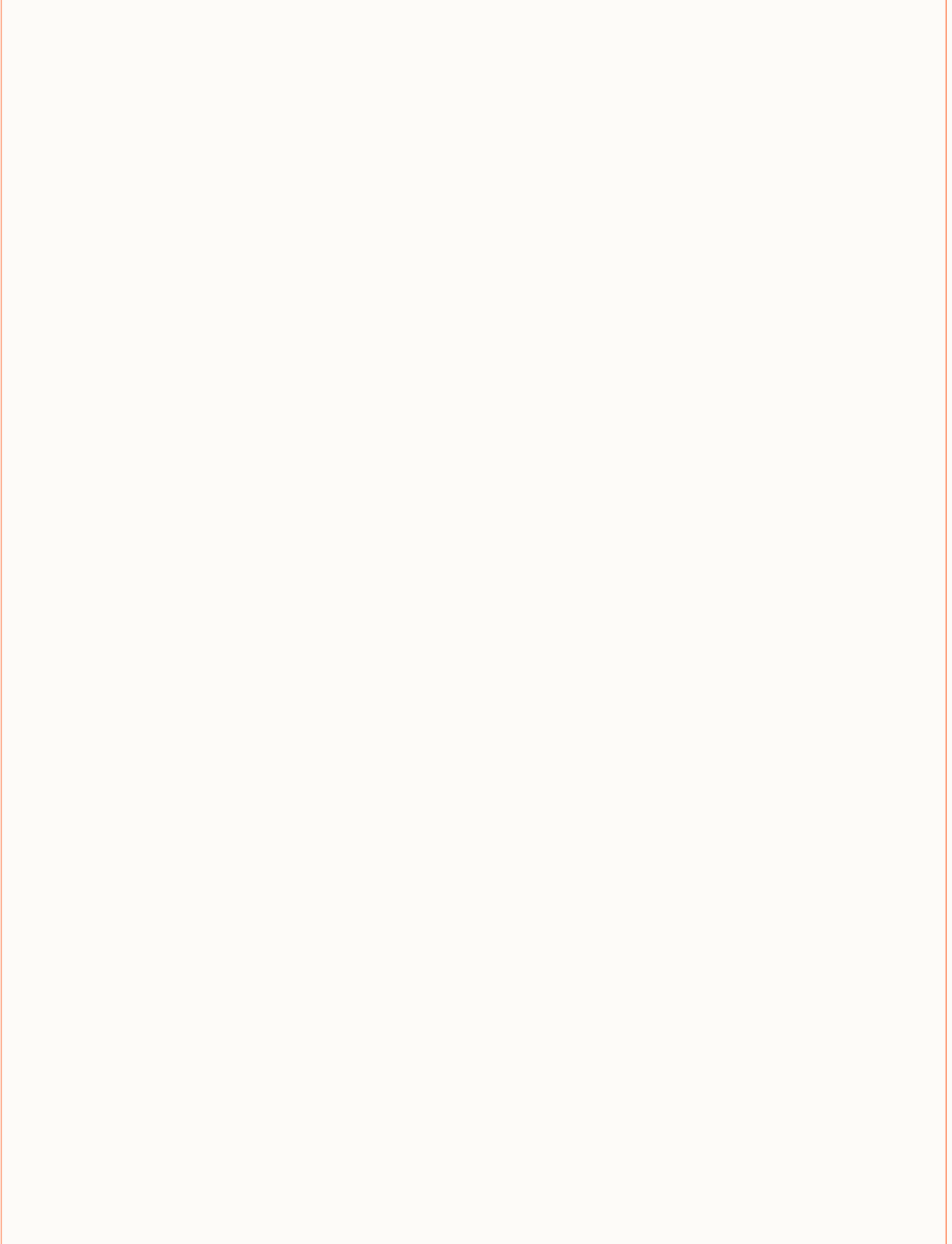
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APRIL



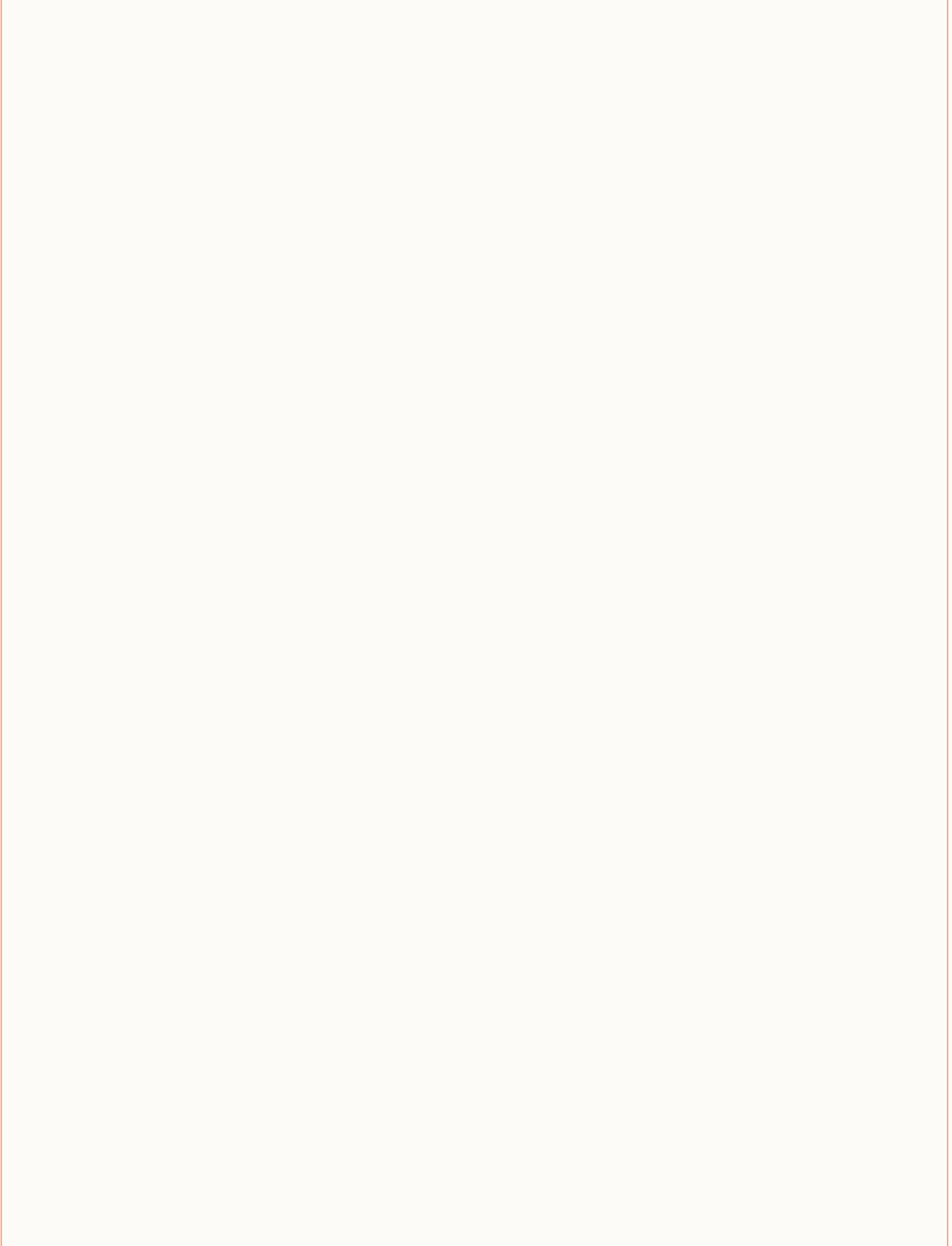
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MAY



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JUNE



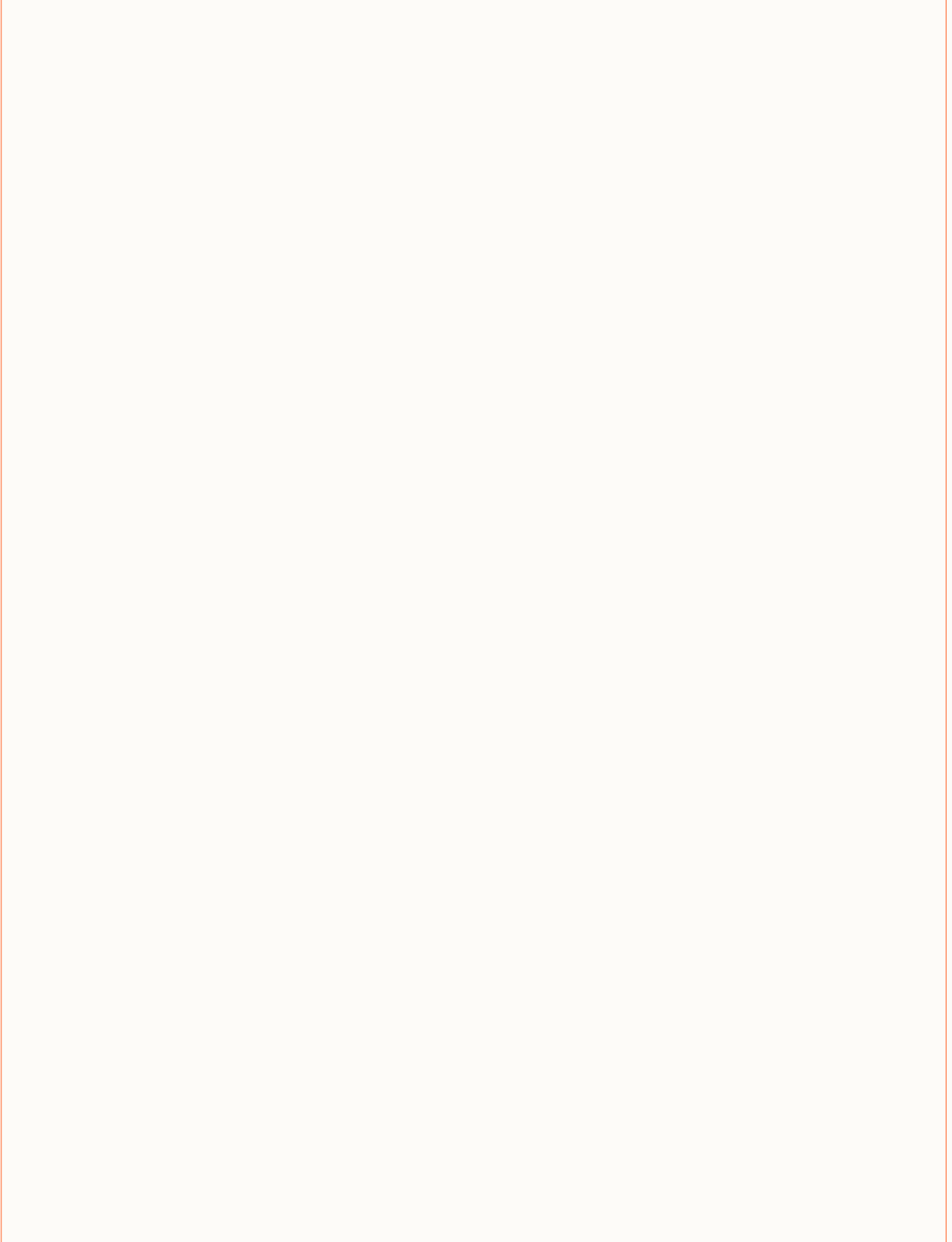
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JULY



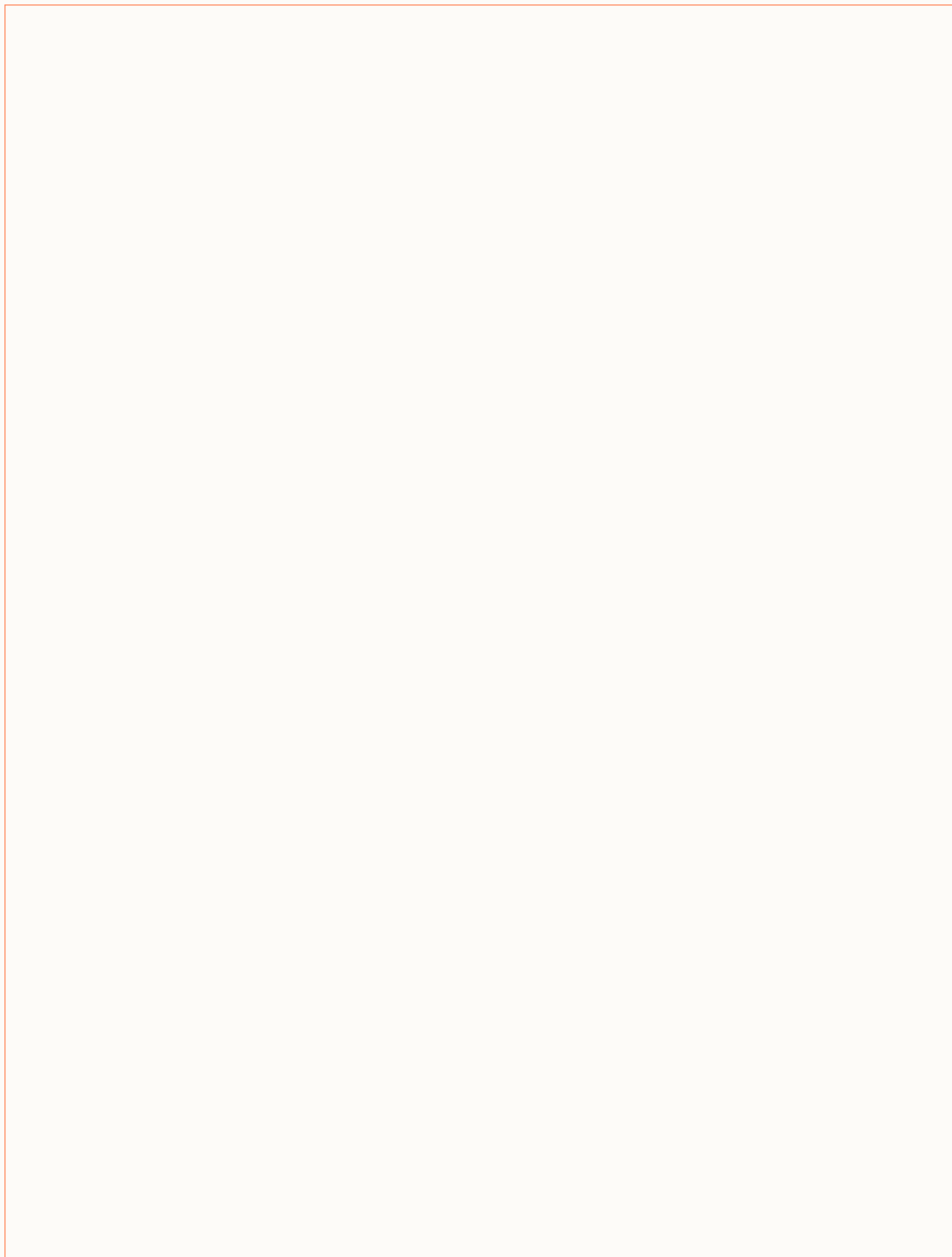
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AUGUST



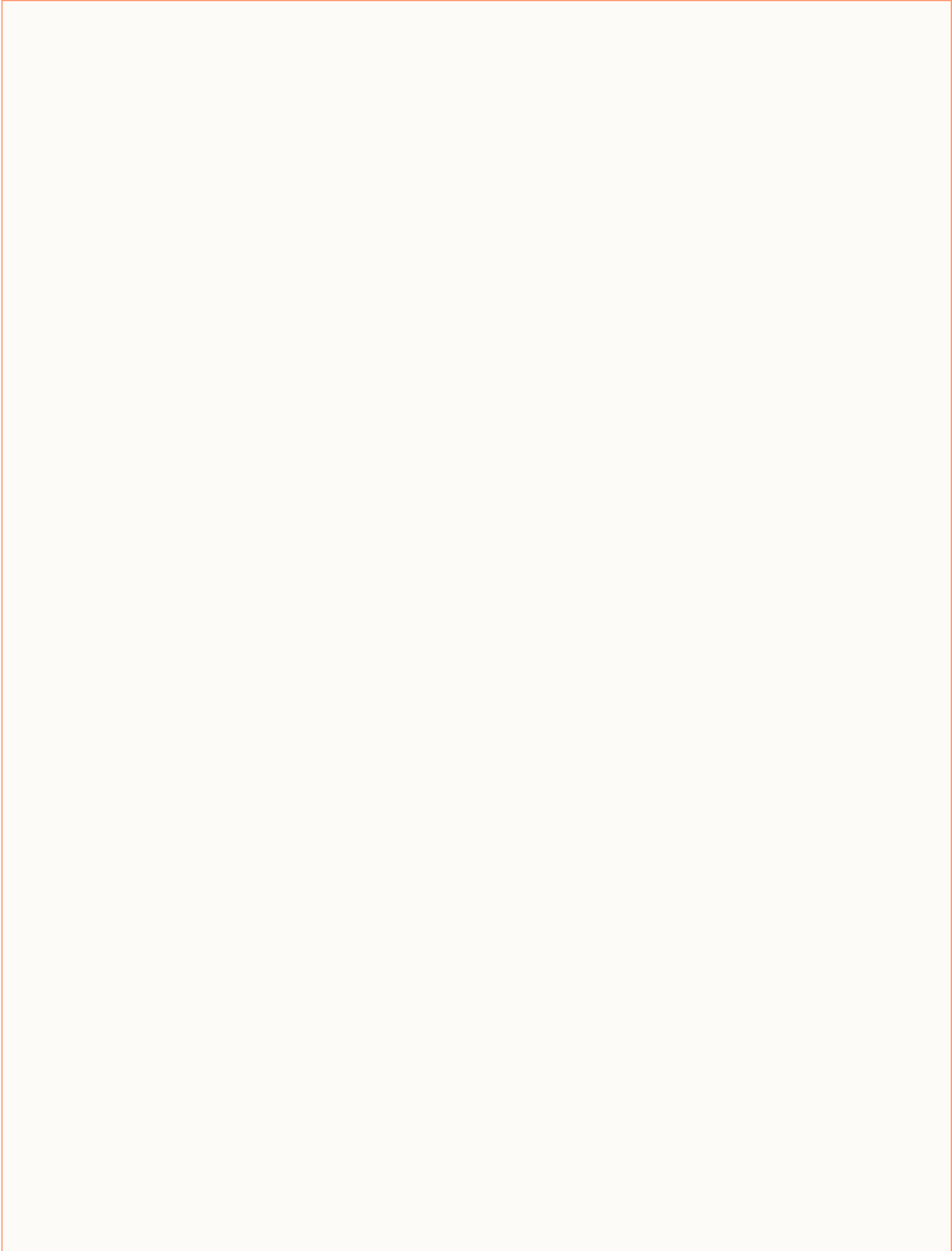
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SEPTEMBER



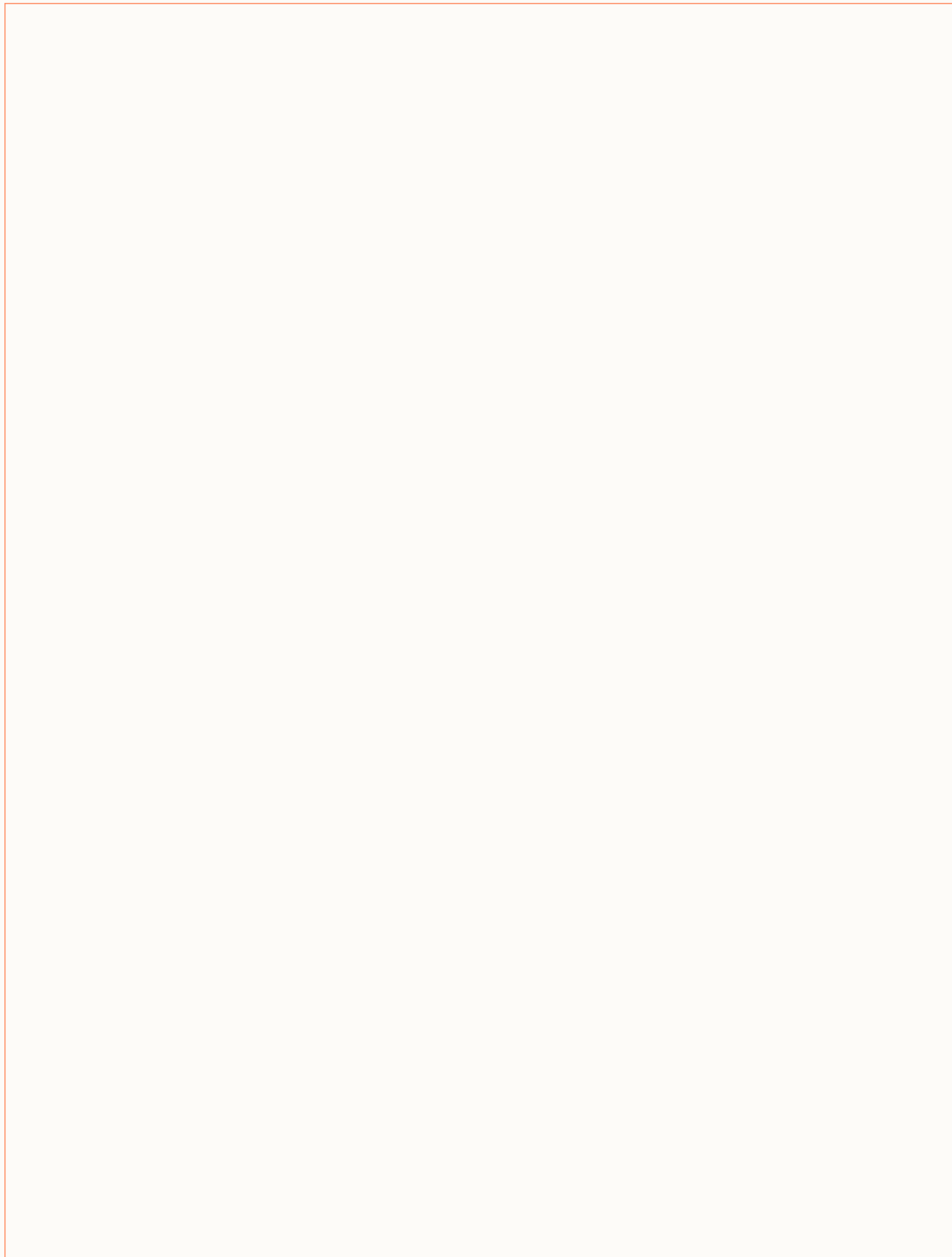
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OCTOBER



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NOVEMBER



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DECEMBER

