

# Here are 3 sample publicity pitches for you to study (and model)

FROM: Steve Harrison, Host of the National Publicity Summit

Top radio/TV producers, bloggers and print journalists are very busy people.

I've helped over 15,000 people get publicity and, having interviewed hundreds of media about how they want to be pitched, I happen to know most of them prefer to be contacted by email (assuming, of course, you haven't had the chance to meet them in person).

I encourage you to email them a well-written pitch that includes these five essential elements:

**Essential Element #1 -- Their name in the subject header with a phrase that will stand out.**

Here are some examples of subject headers:

Joe, timely story re presidential election

Bert, timely show idea re Academy Awards

Fran, story idea your readers will love

Mary, I loved the article you did on Cadillacs

Ben, timely story idea for Time Magazine

Peter, response to your story on Paul Scofield

By putting their first name in the email and a phrase, like any of the above, your email message will stand out from all the spam they receive.

**Essential Element #2 -- Short text – no more than two computer screens.** Four or five paragraphs is ideal. Remember, the goal is to get a response from them.

**Essential Element #3 -- Never open your email (or a phone conversation) with “Did you get the material I sent?”** Journalists and producers are really turned off by this. They think it's a silly question. “Of course we received your material,” they say, “After all, you sent it, didn't you?” Instead of asking them if they received your material, simply remind them in the email that you sent it to them.

**Essential Element #4 -- A short recap of the show or story idea you propose (or previously proposed, if you're sending a follow-up).**

**Essential Element #5 --- An indication if you sent them some information previously.**

**See sample pitch #1 on the next page, because a few hours after receiving it, the producer at the *Today Show* called me at home to say, “We want her!”**

That was the good news. The bad news was I had waited until the last minute to send it to her. They wanted my client in the studio the next day, and she couldn't get a flight out of New Orleans in time because she was at the Super Bowl. If only I had sent it out a few days earlier... Still, it's a good example of an email follow-up.

Here are some things to point out:

- 1) The subject header for this email gets the producer's attention with “Timely guest for Friday before Super Bowl.”
- 2) It says she'll wear a referee's shirt and hold a football. Do you see how we're telling the producers what the segment will LOOK like? That's what you need to do.
- 3) The idea behind this was to have a fun, light segment. Notice how the examples of what she talks about prove to the producer that the segment will be exactly that.
- 4) The copy is very specific about what she'll talk about, yet it offers several “jumping off points” around which they could build further questions.
- 5) The email is short and sweet – just six paragraphs total.
- 6) This email would have been even more compelling if I'd also included YouTube clips of Peggy on other TV shows (even local ones), but they weren't available at the time.

**Final Lesson:** Don't wait till the last minute. That's a lesson I'll never forget!

## Sample Pitch #1 of 3

**HERE'S THE ACTUAL EMAIL** to the Today Show producer  
(note that this was a follow-up to info I'd already mailed, which isn't  
always necessary. Alter your email accordingly.)

Subject: Andrea, timely guest for Friday before Super Bowl

Andrea,

Hope all is well with you! Just wanted to remind you about a timely guest – info was already sent to you.

An estimated 130 million people will watch the Super Bowl this Sunday. But among the cheering and groaning there will be millions of men and women who don't really understand what's going on and are too embarrassed to admit it.

Your viewers will learn and laugh when you have Peggy English on your show Friday morning. Clad in a referee's shirt and holding a football, Peggy will tell your viewers why "eating the ball" won't make players sick and why "intentional grounding" is not something you do to your kids.

Peggy will reveal the five most common things people don't understand about football, such as how there can be a "clipping" without scissors or a "sweep" without a broom. Peggy teaches a course for the NFL called Football 101. She is the author of REAL WOMEN KNOW FOOTBALL.

Personal interest story: Peggy has had to learn about football. She married a football coach and spent part of her honeymoon with Vince Lombardi and the Green Bay Packers. Her husband has coached three pro teams (one went to the Super Bowl), 8 college teams and 3 high school teams. She knows what it's like to be married to a football coach in a business where winning is everything and losing means moving. Three of her sons played football professionally.

Peggy has done hundreds of radio interviews, many local TV shows and would be an excellent guest. We've sent you information on her before but haven't hear from you. Let me know what you think.

All the best,

Steve Harrison

## **Pitch #2 of 3 -- Sample Email Pitch (for a local mortgage broker)**

Subject: Bob, timely story idea for seniors

Hi Bob!

I enjoyed the story you wrote last month about how many people are taking advantage of senior citizen discounts offered by local restaurants.

Here's another trend your readers might be interested in: Did you know that more and more seniors in the Lansdowne area are taking advantage of reverse-mortgages?

This special type of financing is relatively easy to obtain and gives seniors access to cash, based on the equity of their home. It's ideal for anyone with significant equity in their home who doesn't want to sell their house or move out.

I can put you in touch with several seniors based in the Lansdowne area who are part of this new trend. In fact, one great grandmother used the money to have a family reunion on a cruise ship!

Let me know what you think. I'm available at a moment's notice by cell phone at 619.555.1212 and would like to be a resource to you anytime you're working on a story about credit, home sales, bankruptcies or mortgages.

Here's some more info on my reverse mortgage story idea:

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### **July is the 50<sup>th</sup> Anniversary of the Reverse Mortgage 4 Reasons Why a Reverse Mortgage May be Right for Lansdowne Seniors**

Did you know that it's possible to not only live in your house for as long as you like, but also to completely eliminate your monthly mortgage payment and get your house to pay *you* back? That, in a nutshell, is what a reverse mortgage is all about. And they can be a great option for Lansdowne seniors who find themselves "house rich but cash poor."

"Many of my older clients want to know how to start getting back for all the years they've spent making timely payments on their home," says Steve Jones, loan officer with Fictitious Financial Group. "This is one way to do it. It also guarantees that you'll be able to stay in your home without worrying about what might happen 5, 10 or even 15 years from now."

Here are four reasons Jones says a reverse mortgage may be right for you:

- \* Say goodbye to monthly payments. As long as you continue living in your home, you can kiss those monthly mortgage payments goodbye. This is by far the most common reason homeowners choose a reverse mortgage, and also one of its biggest advantages.
- \* No matter what happens in the future, you can continue living in your home. If you're at all worried about your ability to maintain your home, a reverse mortgage can solve that problem.
- \* Financial independence. With a reverse mortgage, you can opt to keep a line of credit open, to receive a lump sum payment, or a set amount each month. This can help you plan for unexpected expenses down the road.
- \* Keep Uncle Sam at bay. In general, the money you receive from your reverse mortgage is going to be tax free. So, unlike regular income, Uncle Sam doesn't get to take his cut before you put the money in your pocket.

About Steve Jones: Mr. Jones has spent the last ten years helping seniors save money while using reverse mortgages. As a loan officer for Fictitious Financial he has personally advised more than 2,000 local area residents on mortgage and credit related issues. He can be reached at 619-555-1212 or by email at [steve@fictitiousfinancial.com](mailto:steve@fictitiousfinancial.com).

## **Pitch #3 of 3 -- Sample Email Pitch That Landed a Booking on ABC's *The View***

NOTE: This was a followup pitch sent by one of my clients to a producer at ABC's *The View*, whom she met while attending my National Publicity Summit conference (By the way, [click here for info on attending the next Summit](#) or go to NationalPublicitySummit.com). It obviously worked, because she was booked as a guest on this national show!

SUBJECT: Rachel, re: Halloween show idea

Hi Rachel,

I hope you are well.

I thought you might like to take a gander at my Halloween one-sheet. Nightmares are a great topic around Halloween time. We NEVER forget our nightmares. Despite their creepy nature, they are actually good and healthy!

October is always my busiest month. I already have 47 radio interviews scheduled between now and Halloween. People want to know about their nightmares and they especially want to know how to end them... and their children's.

This could be a fascinating segment, especially if we could get the girls to give up one of their scariest nightmares!!

Lemme know if you think this is something that could work for ya.

Take care and sweet dreams,

-Lauri

**Halloween is around the corner  
Had any good nightmares lately?**

**Tonight, 14 million American adults will have a nightmare. Half of them won't be able to get back to sleep. This statistic almost doubles during Halloween! Find out why nightmares are actually good for you!**

**Nightmares Are The Most Important Dreams Of All!**

- 5 most common warning symbols you need to know and what they mean

- \* Vomit
- \* Apocalypse/end of the world
- \* Corpses/zombies
- \* Being chased
- \* Blood

(Find out which one Saddam Hussein had in his dream!)

- The difference between nightmares and night terrors
- 3 easy steps to end those nightmares for good!
- Why do Republicans have more nightmares than Democrats?
- Children's Nightmares (in the wake of 9/11). One in four children has a nightmare more than once a week. Learn how to pinpoint what is causing your child's nightmare and how you can stop them from haunting your child's sleep.
- On the spot dream and nightmare analysis (Great call-in segment!)

*Lauri Quinn Loewenberg is a Certified Dream Analyst and member of ASD (Association for the Study of Dreams) an international organization of Clinical Psychologists, researchers and Dream Analysts. She has her own television segment, The Dream Zone, on the NBC affiliate in her hometown of Nashville, TN. Lauri's weekly syndicated column The Dream Zone has 2.5+ million readers in the U.S. & Canada She has been interviewed on hundreds of radio stations and is a regular on over 30 morning drive-time shows. Lauri's book is So, What Did You Dream Last Night? [HerEmail@xyzemail.com](mailto:HerEmail@xyzemail.com) \* [www.thedreamzone.com](http://www.thedreamzone.com) \* (888) 555-1212*