

The Perfect Pitch Formula

Here's your Perfect Pitch Formula worksheet – the recipe for media coverage success!

SUBJECT: [Borrow a catchy headline from your favorite magazine and rewrite it here.]

Hello **[Your media friend's first name]**

Do you need an expert on **[insert your expertise here]**?

I am available **[say when you're available and where you live]**.

WRITE YOUR SUBJECT HEADLINE AGAIN LARGE HERE

Did you read this new study **[put a study, a statistic, or some kind of source material about the topic and headline you're suggesting]**.

I would teach your audience **[Put three things you would teach about this topic]**:

- Bullet
- Three
- Points

My credentials are **[put your bio here]**.

Read more about me at **[put a link to your online press kit here]** and contact me at **[put your contact information here]**.

~ **[Sign your full name & provide an afterhours phone number with area code]**