

PITCHING 101

8 things you should know about
securing media coverage



AMBITION + MISCHIEF

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WHAT'S THE POINT?

Working with the media is not one-size-fits-all, so what's the point for your business? Are you looking to build brand awareness? Do you want to be seen as an expert in one particular area that you're passionate about? There are no right or wrong answers, but it's important to know your answers so you can plan the specifics around how you'll collaborate with the media. Knowing your "why" will provide clarity on which collaborations make sense and which ones don't. If you have limited time or a limited budget, knowing your why can also help you prioritize where to focus your efforts.



KNOW YOUR AUDIENCE

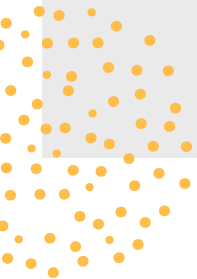
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By working with the media, you're collaborating with them to create content so their audience becomes potential customers or advocates for your brand. Work with them to create content that appeals to their audience and your audience. Keep in mind that the media is not your customer. Don't try to sell them anything.

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CONTRIBUTOR OR EXPERT SOURCE?

After you're clear on your "why" and your audience, it's time to get clear about how you'd like to collaborate with the media. Do you want to be a contributor that writes articles yourself and submits them for publication? Or, do you want to be an expert source that gets quoted in articles that a blogger or reporter is writing?



THE RIGHT KIND OF MEDIA

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After you've decided how you'd like to work with the media, it's time to decide which outlets are a good fit. Make a list of blogs, online publications, local magazines, and other outlets that you'd like to work with. Where would you like to share your thoughts or expertise? Which publications are already talking about topics that align with your interests and your "why"?



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GETTING YOUR ANGLES

Now that you've identified different publications that are a good fit to work with, it's time to think about when you'll reach out to them and what you'll say.

Let's say, for example, you've decided to be a contributor and you're an expert on health and wellness. That's a pretty general topic. Rather than just talking about wellness, how can you make your story unique, interesting, inspirational, educational or relevant to what's happening today? Having a unique angle, rather than a general topic, will increase your chances to starting a conversation with the media.

EDITORIAL CALENDARS

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One way to make your story more specific and relevant is to align it with the publication's editorial calendar. An editorial calendar, or ed cal, is a general guideline of the content a publication will create throughout the year. For example, Essence's 2018 editorial calendar outlined July and August as the "Vacation Issue", so they were more likely to publish content related to this specific topic vs. something else. Knowing this allows you align your expertise with their priorities in a way that makes sense for both of you.

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ASKING VS. ALIGNING

A pitch is a request for something, and people pitch the media every day. The problem with pitching is that most people approach their relationship with the media the way they approach most relationships in their life - by asking "what can I get from you?" rather than "what can I do for you?" and "what can we do for each other?".

Rather than asking what you can get, work with the media by asking how you can help them do their job. You already know that the media's job is to create good content - how can your product, service or expertise help them do that? How does their content align with the message you're trying to share through your business?

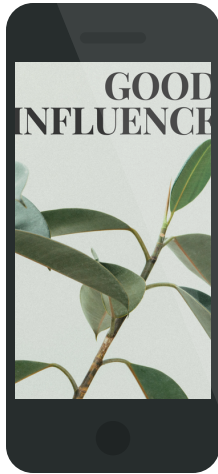


MONETIZING MEDIA COVERAGE

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For the most part, there isn't any financial exchange that's involved with media coverage. You aren't paid for your content and you don't have to pay anyone for exposure. Because there isn't money involved, some people see organic media coverage as more authentic than other forms of media or marketing.

Quality media coverage can help increase trust and credibility for you and your business by allowing you to share your knowledge and expertise with more people in your target audience. It allows you to expand your reach and sets a tone of professionalism that differentiates you from other brands. When positioned correctly, this can lead to a growing email list, new clients or opportunities, speaking engagements, and contribution to the overall growth of your business.



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09

BONUS: QUICK WINS

Here's one way to get your foot in the door: HARO. It stands for help a reporter out and it's a service that bloggers and reporters sign up for when they're looking for expert sources who can speak to topics they're writing about. For example, let's say a reporter is writing a story about mindfulness. She would submit a query via HARO that says something along the lines of "I'm looking for people that have started a mindfulness journey and can speak to why they started and how they keep it going. Deadline is next Tuesday." If this is relevant to you, and one of your goals is to gain credibility within the wellness space, this might be an opportunity you'd want to pursue. You get the request via email with more details including the publication, and you also respond via email. That's just an example since there are reporters, bloggers, and requests from almost every niche, including food, travel, science, tech, pop culture, beauty, etc.



READY FOR MORE?

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LET'S WORK TOGETHER

There's more to working with the media you should know about, like how to find emails and contact information, what a solid pitch looks like, when to follow-up (and how), and whether or not you should have a media kit or press kit. Schedule a one-on-one consultation, or check out Good Influence, the digital workbook specifically made for content creators and entrepreneurs. If you want to be your own publicist and work with media that align with your values, this is the workbook for you.



HOW TO

be your own publicist

**GRAB THE
FULL
WORKBOOK**

LET'S GO

