



Here are five tips to help you compose Media Pitch letters that I know really work:

1. **Hit them HARD!!** There you go! In that first sentence give the reporter something that will make him say either “Gee I never knew that” or “That’s a fantastic freaking angle for a story.” Or better yet, get him to say both and you win a prize! Don’t mess around with formalities. And don’t bury the lead, or your angle, in hype, jargon, or buzzwords. Buzzwords are so passé!!
2. **Make it PERSONAL.** Ok, This is usually for the secondary pitch letter after you’ve sent a press release out. This is called the follow up pitch and it needs to have that personal touch. Write the name of the producer in the first paragraph; ask them how they are. Care about their life. Then hit them with your client’s information!!
3. **It’s all in the METHOD.** Letters delivered by email need different content than those delivered by envelope with stamp. Email limits you to the teeny and readable portion of the screen (you don’t want them to have to scroll down).
4. **You write, they read, it’s all great** Do not rush a letter. The process—finding the right targets, reviewing their recent work, writing, rewriting, editing, thinking, proofing—it takes time and it’s worth it. Pretend your pitch letter is a novel. Choose your words carefully.
5. **Proofread. Proofread. Oh and then proofread again.** Proofreading extremely important. Make sure you have your facts right, your links to your statistics on the ready and for god’s sake spell the intended victim’s name correctly!!! This is selling not hanging around. Get a second set of eyes to look at your work. And then listen to their comments!

- Rachel Sentes gal-friday publicity