

# How to Position a Client to The New York Times



## Let's take a look at a pitch that placed:

*Subject line: Weary of Snarls, \_\_\_\_\_ Pivots to Domestic Sourcing, Opens \$4M Plant in Rochester NY*

Hi \_\_\_\_\_ -

Well-tech company \_\_\_\_\_ develops award-winning ergonomic products to condition healthy work habits including the minder Laptop Tower Stand, a height-adjustable that turns a laptop into a standing desk; the portable Bluetooth minder® keyboard; and minder,® an app that corrects posture and breathing.

Frustrated with ongoing global supply issues, founder \_\_\_\_\_, began "tearing his hair out" as Amazon delisted his product line while production and labor costs spiraled out of control due to shipping delays. In late 2022, while monitoring cargo ships online as they were rerouted from China to Vietnam and beyond, \_\_\_\_\_ decided to invest \$4M into opening a 15,000 sq-foot manufacturing plant in Rochester, NY. Soon, \_\_\_\_\_ award-winning product line will be 100% "Made in USA."

Would you like to learn more about how one small business owner is pivoting towards domestic sourcing and production due to today's challenging economic environment?

Thank you in advance,

\_\_\_\_\_

## Our PR bestie explains why it worked:

- The pitch was timely. Many US businesses, both small and large, were facing significant challenges due to global supply chain issues as a result of the pandemic.
- I did my research. The New York Times has a staff of nearly 6,000, but through research and persistence, I was able to identify the right reporter/editor.
- Great soundbites. My client is a passionate, outspoken entrepreneur who not only provided good insight into the challenges of US small businesses but also provided colorful soundbites that caught the reporter's attention and brought the story to life.

## OnePitch

info@onepitch.co • 833-748-2446

702 Ash Street Unit #100, San Diego, CA 92101

# How to Pitch a CEO to Forbes



## Let's take a look at a pitch that placed:

*Subject line: How \_\_\_\_\_ is Helping People Monitor Hydration Levels Amid Climate Change*

Hi \_\_\_\_\_ –

Happy Friday Jr.! Reaching out with an introduction and potential story idea I thought you might be interested in.

Climate change continues to pose health concerns for industry workers and consumers alike, even during the winter months. That is why \_\_\_\_\_ recently unveiled \_\_\_\_\_ at CES, the first sweat-sensing wearable to continuously measure sweat fluid and electrolytes loss to deliver real-time dehydration alarms and notifications.

Who This Impacts / Why This Matters:

- Industrial athletes: High temperatures incapacitate physical and cognitive performance, leading to a staggering 170K work-related injuries and 2K fatalities annually in the U.S. alone.
- Consumers: Rising heat waves continue to intensify and fundamentally change our daily lives and ability to work across the globe.
- Athletes: As climate change worsens, athletes are grappling with extreme heat, severely impacting their performance and well-being.

Would you be interested in speaking with the CEO and co-founder about the risks of winter dehydration on workers/consumer, \_\_\_\_\_ and how wearable sweat tech is helping address these issues?

Let me know! Happy to conduct an email Q&A if it's easier.

## Our PR bestie explains why it worked:

- Breakdown of the WHY now and who it is affecting.
- Timely news hook of the recent launch of Connected Hydration.
- Timely tie-in with the rise of climate change AND winter dehydration.

## OnePitch

info@onepitch.co • 833-748-2446

702 Ash Street Unit #100, San Diego, CA 92101

# How to Pitch a Founder to Fast Company



## Let's take a look at a pitch that placed:

*Subject line: Story idea for \_\_\_\_: Right paw vs left paw - What's the difference?*

Hi \_\_\_\_ -

Given your coverage on gifted dogs, I wanted to introduce you to \_\_\_\_ co-founders \_\_\_\_ and \_\_\_\_ as resources for any future pieces you'd like to do on canine genetic research. \_\_\_\_'s research as a professor at the Cornell University College of Veterinary Medicine has addressed fundamental questions of dog evolution and history, disease and trait mapping, and advancing genomic tools for canine research; while \_\_\_\_ traveled the world collecting dog samples and contributing to a number of scientific studies.

A recent study that might be of interest is on paw preference, where \_\_\_\_ scientists and vets had an opportunity to collect data to conduct field tests to determine if the diversity of dogs at the Westminster Kennel Club Dog Show is also present in their paw preferences (note, \_\_\_\_ has been the official dog DNA test of the Westminster Kennel Club Dog Show since 2019).

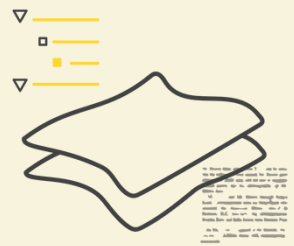
Let me know if interested, and I'd be happy to connect you/share more details.

Best,  
\_\_\_\_

## Our PR bestie explains why it worked:

- Personalized intro, with reporter's name in the subject line and intro sentence on why this story would be a fit for her.
- Shared an owned research study with an easy-to-understand, fun, and relatable topic.
- I was able to provide immediate and exact research study details in our follow-up, essentially writing the story for the reporter.

# How to Pitch Funding to CNBC



## Let's take a look at a pitch that placed:

*Subject line: Embargoed - \_\_\_\_\_ Secures \$20M Series D Extension*

Hi \_\_\_\_\_ -

\_\_\_\_\_, a leader in comprehensive sustainable waste management, has closed \$20 million in a Series D extension round led by \_\_\_\_\_, the largest venture capital firm focused on technology for the global real estate industry. This totals \$90M in funding in just 10 months for\_\_\_\_\_!

The quick and dirty of it:

- During a market that has proved to be difficult for growth, \_\_\_\_\_ has secured another \$20M following a \$70M Series D in January, and the acquisition of \_\_\_\_\_ in October.

- The funds will support continued growth of \_\_\_\_\_'s core business and technology. \_\_\_\_\_ led this round following the close of its \$500 million \_\_\_\_\_, the largest private fund formed to decarbonize the real estate industry.

- \_\_\_\_\_ will support sustainable waste management streams for some of the world's most prominent commercial real estate owners and operators.

Can I share the full details with you for consideration? I can also connect you with \_\_\_\_\_, and\_\_\_\_\_, founder and CEO, \_\_\_\_\_.

## Our PR bestie explains why it worked:

- RoadRunner had notable growth during a time period in which many startups struggled.
- Access to an investor spokesperson in the climate industry.
- Targeted a reporter who strictly covers climate and real estate.

# How to Pitch an Exclusive to The Wall Street Journal



Let's take a look at a pitch that placed:

*Subject line: EXCLUSIVE? Climate tech platform \_\_\_\_\_ raises \_\_\_\_\_ with participation from key investor*

Hi \_\_\_\_\_ –

I want to offer you an exclusive— \_\_\_\_\_ will soon announce its \$\_\_\_\_\_ funding round led by a monumental investor making a first-of-its-kind contribution. I'm not at liberty to say who the investor is at this moment, but will be able to soon and share that with you—it's a major company that will definitely capture your and your audience's attention and make a splash in the climate finance/clean energy space.

\_\_\_\_\_, CEO and Founder of \_\_\_\_\_, is actually in NYC tomorrow, so I'm wondering if you would like to meet him in the morning for breakfast or coffee to fill you in on everything about \_\_\_\_\_ and what is to come. When greenlit to provide the investor name (it could be as soon as tomorrow) I will provide that to you with all accompanying details, and set up a follow-up call if needed.

Sorry for the short notice, but what do you think—are you available?

Thanks a lot!

## Our PR bestie explains why it worked:

- The pitch was straight-to-the-point first six words of the pitch.
- I hyped up the investor, knowing I'd be able to back it up.
- I suggested the in-person briefing was simply the most convenient way to exchange information at that time, and made it clear that I would follow up ASAP with more pertinent details afterwards.

## OnePitch

info@onepitch.co • 833-748-2446

702 Ash Street Unit #100, San Diego, CA 92101