



Pitch Template:

Thought Leadership & Contributed Articles

See our recent [case study](#) featuring Unito and how they landed a contributed article in Fast Co. and an interview with Quartz using OnePitch Scores.

Subject line:

- Provide a clear indication of WHAT you are pitching and about WHO
- Tip: include keywords such as *Expert*, *CEO of Company X*, or the subject matter they can speak about. At times, it's also helpful to notate the individual's name.

WHO is the expert:

- Include their name, role, tenure, successes, and any relevant links that explain more about them.
- Tip: include a link to the person's LinkedIn or Twitter page. You can also share a short bio about the expert to provide a clear indication of their background and accomplishments.

WHY is this person an expert:

- Explain why the individual is an expert who can speak about the given subject. It's also important to remember that journalists want experts on subject matter and you should include similar terminology the experts use within the domain.
- Tip: highlight their expertise, accolades, and successes. You can also ask the expert to fill out a questionnaire or conduct a brief interview to learn how they would answer questions and identify the specific terms they utilize to explain things.

WHAT the company does:

- Provide a quick elevator pitch of the company and how this person fits into the mix.
- Tip: Explain their role in the company and how they influence decision making and/or their overall impact on the organization.

OTHER tips:

- Include a photo of the individual. While not all thought pieces and contributed content include photos, a headshot of the person being interviewed is good to have on hand.
- Have a quote readily available regarding the specific subject the expert is talking about. Most often journalists want to hear directly from the source and may even want to schedule an interview with the expert to talk more.
- If you aren't actively pitching thought leadership there are other resources you can tap into to respond to journalists requests like [HARO](#) and [Databox](#).



Pitch Template:

Deals/Roundups/Gift Guides

Subject line:

- Provide a clear indication of what you are pitching for the journalist.
- Tip: include keywords such as “product review” or “gift guide” as well as “samples available” so the journalist knows your intentions immediately.

WHAT is the product:

- Specify whether the product is B2B or B2C, outline a use case, and mention the problem(s) it helps solve for the ideal buyer.
- Tip: many times a product description seems like a good fit but think about this before you copy and paste. Think about what’s missing from the description that a journalist might find interesting and couldn’t find elsewhere.

WHO is the ideal buyer:

- Is the buyer a certain demographic, or are there certain psychographics to be aware of?
- Tip: Paint a clear picture of who uses the product and why. It’s a bonus if you include buyer personas to portray the perfect buyer of your product.

WHY is this the perfect product:

- Explain why this particular product is distinct and irresistible and how it will shift mindsets or change habits. It also helps to include a price for reference.
- Tip: ask yourself, WHY is this product worth talking about?

WHERE can the product be purchased:

- Tell the journalist exactly where the product can be purchased AND include a promo code or discount, if applicable.
- Tip: some outlets will feature products from specific retailers, like Amazon, in exchange for a commission. Share a link to the most common place your product is purchased and make it easy for the journalist to know where you want traffic sent.

WHEN is the best time to promote this product:

- Tell the journalist exactly when this product would be used. Ask yourself, when do I want the public to know about this?
- Tip: if you’re pitching for the holidays, it’s always good to pitch before they start. From our own observation, any time before September is too soon and a week before Christmas is WAY too late.

OTHER tips:

- Images and visuals: you NEED them and make sure these are hi-resolution. You never see media outlets using pixelated photos, therefore you shouldn’t either.

- Hyperlink(s): yes, this is obvious but sometimes is forgotten. If possible, send them to a specific product page or retailer rather than the homepage of your website.
- Important dates: timing is everything and you don't want to miss out on a timely story. Use dates to convey upcoming sales or product launches so the journalist understands the urgency.
- Samples: offer free samples of the product for review. This is a great way for journalists to write about a product AND give you constructive feedback.

BONUS:

Here are some of the most popular news outlets covering Deals/Product Roundup/Gift Guide within the tech space.

- CNET
- Digital Trends
- Engadget
- Gizmodo
- Wired
- CNN Underscored
- Mashable
- BuzzFeed



Pitch Template:

Interview Opportunity

Subject line:

- Remove the fluff and provide a clear indication of WHAT you are pitching and about WHO.
- Tip: include keywords such as *Interview* or *Commentary* in your subject line along with the subject matter or individuals name.

WHO is available for interview:

- Make sure you specify who is available to speak. Include their name, role, tenure, and any relevant links that explain more about them.
- Tip: include a link to the person's LinkedIn or Twitter page and make sure it's a good representation of the individual and the brand they represent.

WHY is this person an expert:

- Explain why the individual is an expert who can speak about the given subject.
- Tip: highlight their expertise, accolades, and successes - consider a link to a blog post they wrote for example.

WHO the company is & WHAT they do:

- Provide a quick elevator pitch of who the company is, what they do, and how this person fits into the mix. Explain their role in the company and how they influence decision making and/or their overall impact on the organization.

OTHER tips:

- Include a photo of the individual. Most profile and interview pieces always include a headshot of the person being interviewed.
- Have interview times readily available and be prepared for a quick turnaround. Journalists don't have much time to waste and the more you prepare ahead of time, the better your chances are of securing an interview.
- Interviews can be tough, practice a walkthrough interview and ask tough questions to prepare the person for whatever might be thrown at them.



Pitch Template:

Funding Announcement

Subject line:

- Remove the fluff and provide a clear, concise preview of WHAT news you are pitching.
- Tip: include *Funding*, *Series _*, or a \$ amount in your subject.

WHO is involved:

- Make sure you specify who raised the round as well as the investor(s) who were involved and their fund.
- Tip: mention any investors who led previous rounds for the company.

WHAT is the announcement:

- Provide the dollar amount secured, the stage of the company, and the evaluation based on the new round.
- Tip: specify any previous rounds and what previous evaluations were listed at.

WHO the company is & WHAT they do:

- Provide a quick elevator pitch of who the company is, what they do, and names of recognizable employees.
- Tip: think about previous employers for the specific employees (e.g. former Google alum).

WHY is the funding being secured:

- Explain why the funding was secured and what it will be used for.
- Tip: this is a great spot to highlight the future of your company and provide a clear picture of where it's headed.

OTHER tips:

- If you have the opportunity, include a quote from the investor(s) or a company spokesperson. Nearly all funding announcements include this.
- It's also important to include a term sheet, if possible.
- Aside from mentioning the brand name, make sure to include a relevant hyperlink that directs journalists to a specific page.



Pitch Template:

New Product Launch

Subject line:

- Remove the fluff and provide a clear, concise preview of WHAT news you are pitching.
- Tip: include *Product Launch* in your subject.

WHAT is the new product:

- Make sure you state the market it serves, who the ideal end user is, and how the product is used.
- Tip: specifying B2B or B2C helps journalists understand if your pitch fits their beat. It's also important to include a hi-res photo for reference, and a launch date if applicable.

WHY is the new product irresistible for end users:

- Explain the benefits of the product for end users, how is it valuable to them, and how this impacts their life.
- Tip: this is a great spot to include a quote or testimonial.

HOW is the new product changing the market or competition:

- Provide examples, or data points, that prove this product will shift mindsets, introduce new technologies, and explain the impact it will have.
- Tip: the word "disrupt" is so 2018. Think about buzzwords that tie into the space and leverage your own creativity here.

WHAT information proves the new product is worth talking about:

- Journalists want facts and rely on them to write stories. Think about recent articles you've read and pay attention to the data points.
- Tip: here is where you can input sales numbers, unique downloads, active user numbers, etc. to validate this new product is worth talking about.

OTHER tips:

- If you have the opportunity, offer a demo of the product either in person at a tradeshow or conference, or offer to send the journalist a copy.
- Aside from mentioning the brand name, make sure to include a relevant hyperlink that directs journalists to a specific page.