



# EFFECTIVE EMAIL PITCH

How to Get Media's Attention  
in a Professional Way



# PR Advertorials in Online Media in Few Clicks

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Popular Solutions

Reduced Price

To Attract Traffic

For Digital PR

For Brand Awareness

Top Media

Region

☐ Australia & New Zealand

☐ CIS

☐ Caribbean

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VOGUE

Vogue.com.cn  
www.vogue.com.cn  
106 USD · 160.7 K

Newsweek

Newsweek Romania  
newsweek.ro  
566 USD · 1.6 M

deník.cz

Denik.Cz  
pr.denik.cz  
262 USD · 18 M

T24

T24.com.tr  
t24.com.tr  
225 USD · 18.6 M

MC Today

MC.Today  
mc.today  
336 USD · 0.9 M

BUSINESS INSIDER POLSKA

Business Insider Polska  
businessinsider.com.pl  
527 USD · 45.9 M

LONDON loves BUSINESS

LondonlovesBusiness.com  
londonlovesbusiness.com  
381 USD · 92.9 K

mdo madridiario

Madridiario  
www.madridiario.es  
211 USD · 726.9 K

Press Release

Press Release

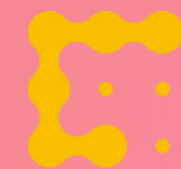
Press Release

Press Release



# We Work With:

VOGUE



CoinDesk

Entrepreneur

GQ

Bloomberg

Forbes

yahoo!

marie claire

The  
Guardian

ELLE

COSMOPOLITAN

The New York Times



# Wait!?

Is this just about pitching media outlets?



# No!

## Pitching through email is an art!

Some examples of how email pitching can be used effectively include:

- 📈 Reaching out to potential B2B customers to introduce your product or service
- 💰 Pitching to investors for fundraising opportunities
- ✉️ Building relationships with industry influencers or thought leaders
- 👥 Connecting with potential partners or collaborators





# What we are going to talk about

1. We're going to craft a Pitch  
Email for Mike

→ 1. For cold-email-lovers

2. Then we'll find a way to find the  
contacts to who we'll send the  
email

→ 2. Define and Find the target



## Keep this in mind

The higher your contact is in the hierarchy, the more pitches it gets, and the less time it has for yours.

Publication editors and journalists receive so many content pitches per day that your email might not be seen and opened at all.

**VIP**





# This is the story of Mike

Mike Has a Press Release about his company's new amazing achievement

- He's tried to get it published for 1 month
- 40 Journalist/Media/blogs contacted
- Result? No response.
- Why?





# But he was sending this:

## Press Release Request about Mike's Company



**Mike from Company** <mike@company.com>

3:08 PM (3 minutes ago)



to Publisher ▾

Dear [Publisher's Name]

I hope this email finds you well. I'm Mike from [Company Name], and I came across your publication while researching top news sources in the [Industry Name] industry.

We're thrilled to announce the launch of our latest product, [Product Name]. It's been designed to revolutionise the way businesses operate in the [Industry Name] sector, and we think your readers would love to hear about it.

Our press release covers the product's key features, benefits, and advantages, including improved efficiency, reduced costs, and increased productivity. We believe that your readers would find this information valuable and informative.

Would you be interested in publishing our press release in your publication by the end of May? I'm happy to provide any additional information or answer any questions you may have about [Product Name].

Thank you for your time, and I look forward to hearing from you.

Best regards,

--

Mike

Marketing at [Company Name]

[email@email.com](mailto:email@email.com)



Being formal and Professional

**$\neq$**

Sending 948 characters text



# He's getting it all wrong

This is what people think when they receive a cold email - The path is revealed:

1. What is this?
2. Who is this?
3. Why you are here?
4. What am I supposed to do?



This becomes:

1. Your Subject line
2. Your introduction
3. Your value proposition
4. Your call to action



# Subject line

Press Release Request  
about Mike's Company

From: speaking about  
himself

Press Release for  
{{%FIRSTNAME%}}

To: What's in it for the  
publisher



# Brevity is the soul of wit

I hope this email finds you well. I'm Mike from [Company Name], and I came across your publication while researching top news sources in the [Industry Name] industry.

**Make It Personal, but not too much**

**Spend at least 3 minutes per contact if your sending it to 100 contacts**



It's Mike from {{COMPANY NAME}} I researched your work and noticed you wrote a Press Release about {{COMPANYNAME}} that {{what they did}}

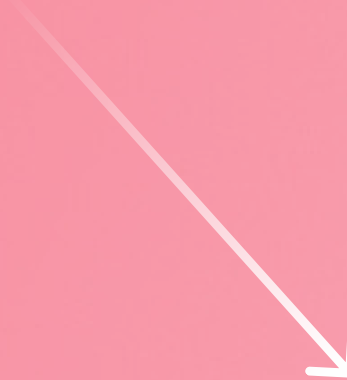




# Pitch Your Story and Mission

We're thrilled to announce the launch of our latest product, [Product Name]. It's been designed to revolutionise the way businesses operate in the [Industry Name] sector, and we think your readers would love to hear about it.

Our press release covers the product's key features, benefits, and advantages, including improved efficiency, reduced costs, and increased productivity. We believe that your readers would find this information valuable and informative.



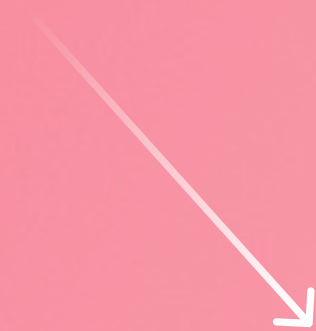
**In {{YOURCOMPANY}}, we have a similar story for you.**

**We launched this product designed to revolutionise the way businesses operate in the [Industry Name] sector, and we think your readers would love to hear about it.**



# Call Your Target Recipients to Action

Would you be interested in publishing our press release in your publication by the end of May? I'm happy to provide any additional information or answer any questions you may have about [Product Name].



If that story interested your readers, I believe mine will do the same.

Can I provide you more information and move our conversation forward?



# From:

## Press Release Request about Mike's Company



**Mike from Company** <mike@company.com>  
to Publisher ▼

3:30 PM (0 minutes ago)



Dear [Publisher's Name],

I hope this email finds you well. I'm Mike from [Company Name], and I came across your publication while researching top news sources in the [Industry Name] industry.

We're thrilled to announce the launch of our latest product, [Product Name]. It's been designed to revolutionise the way businesses operate in the [Industry Name] sector, and we think your readers would love to hear about it.

Our press release covers the product's key features, benefits, and advantages, including improved efficiency, reduced costs, and increased productivity. We believe that your readers would find this information valuable and informative.

Would you be interested in publishing our press release in your publication by the end of May? I'm happy to provide any additional information or answer any questions you may have about [Product Name].

Thank you for your time, and I look forward to hearing from you.

Best regards,


--

Mike

Marketing at [Company Name]



To:

Press Release for {{%FIRSTNAME%}} 



**Mike from Company** <mike@company.com>

3:35 PM (2 minutes ago)



to Publisher ▼

It's Mike from {{COMPANY NAME}} I researched your work and noticed you wrote a Press Release about {{COMPANYNAME}} that {{what they did}}.

In {{YOURCOMPANY}}, we have a similar story for you.

We launched this product designed to revolutionise the way businesses operate in the [Industry Name] sector, and we think your readers would love to hear about it.

If that story interests your readers, I believe mine will do the same.

Can I provide you with more information and move our conversation forward?

Best regards,

--

Mike

Marketing at [Company Name]



## From:

948 Characters  
Not personalized  
Generic  
Too long  
CTA vague  
Not mobile friendly



## To:

553 Characters  
Personal  
Specific  
Straight to the point  
CTA crystal-clear  
Readable on mobile and Apple  
watch at a glance





**Find your audience where  
they hang out**



# Try with:

**Contacting Reporters**

**Find a Journalist's  
Blog**

**Use Google**

**Work with Your  
Contacts**

**PRNEWS.IO**



# Never Give Up

“No” doesn’t mean “No”

It’s possible that many journalists who reply have a slight interest but could be working with another brand or on a budget.

Having them respond gives you an opportunity and opens the door for future correspondence.

Don’t underestimate the power of a no.

Sometimes “no” now could mean yes later.



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