



BEFORE YOU PITCH

Checklist



- Catchy email and subject line - the fewer words the better.
- Correct editor's name and subject area.
- Include a few suggested headlines if you can.
- Pitch less than 400 words if you can.
- Specify the case studies and sources available to interview and check that they're ready to speak.
- Check the timing to send the pitch is good.
- No attachments. Send press releases in email body.
- Clear signature and contact details including mobile and email address.

This checklist is just a starting point to writing a pitch, if you'd like any further help to create the perfect pitch, contact Amy at amy@amyfallon.com

