



MODULE #4
PITCH WITH CONFIDENCE

DO YOUR SIMPLE STRUCTURE STORY

The media loves when your messaging is quick and to the point. It can help to define the “skeleton” of your story in three parts: The conflict or problem, the resolution, and what you do now (or how you fit in to the equation).

Using the examples in the module, begin crafting your own Simple Structure Story below

DO YOUR SIMPLE STRUCTURE STORY

A series of 12 horizontal dashed lines for writing a story.

PRACTICE!

Let's start practicing (remember we're here to support you)
So how about you:

1) Post a video “re-introducing” yourself in the private Facebook group using the SSS you created

PITCH TEMPLATES

When crafting your winning media pitch, you want to make sure you include the following elements:

- #1: Timely news hook, relevant to the outlet
- #2: Sell the TOPIC first and YOURSELF second
- #3: Create conflict and controversy
- #4: Bolster your claims with stats, facts, and figures
- #5: Provide talking points

NOW IT'S YOUR TURN



PITCH TEMPLATES

Write out your media pitch! Use the template below to craft a pitch or feel free to try one on your own!

Hi _____,

(News hook/awareness month) begins next month, but for many people *(unpopular opinion)* . In fact, studies show *(statistic)* .

Why do people *(common behavior)*? And what should we do if they want to *(burning question the audience has)*?

I'm *(who you are and what you do)* , and I'm happy to provide tips your viewers/readers/listeners will want to know ahead of *(news hook/awareness month)* .

Topics can include: *(1 - 5 points)*

- 1. (talking point- can be short or long)*
- 2. (talking point- can be short or long)*
- 3. (talking point- can be short or long)*
- 4. (talking point- can be short or long)*

I've previously been featured with *(where applicable)*.

I can be contacted at 000-000-0000 or at first.last@email.com.

Thank you and I look forward to your reply!

All the best,
(Your Name)



TEMPLATES I'VE PRSONALLY USED

HARO/JournoRequest

Hi *Name*

I am responding to your request on **HARO/JournoRequest** where you are looking to chat with (*what they asked for*). I'm (*who I am, what I do*).

What my company does and what I believe in

Based on your request, I submit the following:

ANSWER QUESTION HERE

I hope the above helps and I'd love to chat and go more in detail (***on topic***).

Let me know if you would like to discuss.

I can be reached at (000)000-0000 or emailed at name@email.com

Regards



TEMPLATES I'VE PRSONALLY USED

HARO/JournoRequest - Guest

Hi **Name**,

I saw your request on **HARO/JournoRequest** and I would be most honored to be a guest.

The one thing that I've noticed (**why this is a topic you're passionate about**)

Studies show (**statistics**)

I am (**who I am and why I do what I do**). I am happy to provide tips to your audience on

- **Topic 1**
- **Topic 2**
- **Topic 3**
- **Topic 4**

I've recently been featured in (**where applicable**)

I look forward to a response from you and please feel free to visit my website at www.mywebsite.com or any of my social media pages to find out more about me, my company and how I am of service to my clients

Should you need to contact me I can be reached at name@email.com or (000)000-0000

Looking forward to chatting with you soon



TEMPLATES I'VE PRSONALLY USED

Someone I admire

Hi **Name**,

I came across your page when you did a story on someone I truly admire and I would be most honored to be featured.

My story is **(share story and why you're a good fit to be interviewed)**
The one thing that I've noticed **(why this is a topic you're passionate about)**

Studies show **(statistics)**

A bit about me: **(who I am and why I do what I do)**.
I've recently been featured in **(where applicable)**

I look forward to a response from you and please feel free to visit my website at www.mywebsite.com or any of my social media pages to find out more about me, my company and how I am of service to my clients

Should you need to contact me I can be reached at name@email.com or (000)000-0000

Looking forward to chatting with you soon



NEED MORE SUPPORT?

**DROP YOUR QUESTIONS IN THE GROUP OR REACH OUT VIA
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