

The Anatomy of a PR Pitch



That Gets **Opened,**
& **Replied to**
& **Publicity!**



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4 PR Mindset Strategies

Prep the Inside First if the Outside is Gonna Work!



Say Goodbye to Being Fearless



Strive for Progress Not Perfection



It's PR Not ER



If You Can Draw a Small Circle You Can Draw a Bigger Circle

Anatomic Overview



ANATOMY OF A PITCH

6 KEY PIECES

1. SUBJECT

2. QUICK & CLEAR INTRO

3. BULLETPPOINTS

4. GRAPHICS/COLLAGES

5. CLOSING &
NEXT STEPS

6. ALL YOUR
CONTACT DETAILS



SUBJECT

- Avoid being too witty, clever, or vague: the recipient needs to know exactly why you're writing them so they can decide whether or not to open it.
- *Don't* simply list your company name, or "New collection from [Your Company], especially if you're a new brand.
- *Do* the email/mobile phone test.
- Variations: Including reporter's name ("Carol: XYZ"), including reason for writing ("4 Must Knows Before Gifting Your Child Dance Lessons").

QUICK & CLEAR INTRO

Within the first (*brief and clear*) sentences the recipient should know exactly why you are writing them, and your introduction should demonstrate that you're a good fit for their audience and needs.

- **The initial salutation:** Don't forget your manners! Say hello, include their name, introduce yourself and your company, and include a link to your website.
- **Expand on what/who your company is and why you are reaching out:** Is it to pitch a specific section in their magazine? Is it in response to a specific opportunity? Is it to introduce them to your new collection? Is it to request a desk-side? Is it to announce your launch? **Don't bury this "ask".**

BULLETPPOINTS

Eyes LOVE bullets, and so do editors, and people reading your emails. Down with the giant essay, give us clearly separate sections, or bullets.

- Bullets force you to be careful with your words, and only write what needs to be said.
- Put the “meat” and the necessary information that your recipient needs in bullets. Guide their thinking, show your value.
- This can include: Class details, how you stand out in your community, your work history and skills, awards your dancers have won, etc.

GRAPHICS/COLLAGES

A picture speaks a thousand words. Don't just tell them what you have to offer, **SHOW** them what you spend your days & nights working on!

- Embed don't attach, if you can. If you ARE going to attach, keep it low resolution.
- You can share more than one image by making a collage (use Canva, Fotor, PicMonkey...)
- Do not attach multiple separate images of multiple things. This will lead to disorganization and overwhelm. Give them a teaser that matches your pitch, you can always send them more...

CLOSING/NEXT STEPS

Say goodbye, but don't stop there:

- Offer to send over more information, or to set up a call to talk about your idea more.
- Include a, “I look forward to receiving your response” to “I’ll reach out to you by the end of this week to see if we can set up a time to connect quickly about this”, or “we’d love to demonstrate this live in studio”, etc.

ALL YOUR DETAILS

Don't leave them wondering how to connect with you, and encourage them to connect in multiple places. For this reason, your email signature should include:

- Email (obvs!)
- Phone Number (direct!)
- Website
- Social Media Handles
- Don't rely solely on a website form to be your point of contact.

HOW ARE YOU GOING TO DO THAT?

Let me help!

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- ✓ All sorts of #PRSexy Strategy, Videos, Interviews, & More: SabinaKnows.com
- ✓ Social Media: [@SabinaKnows](https://www.instagram.com/SabinaKnows)
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