

# Pitching to traditional media outlets 101

## Prep your info - Keep it simple - BE KIND!

- **Get your ducks in a row!** For events/offers, have all details ready to go (dates, times, RSVP details, etc.). When pitching yourself or your business, prepare your bio and any "about you!" information.
- **Prep yourself!** Know that traditional media and social media can (and do!) work well together, but there are a few main differences! (HOW you reach your audience is probably the biggest difference, so be prepared.)
- **KEEP IT SIMPLE!** When sending your offers, details, information - RESIST THE URGE TO OVERWRITE. You can include links to your website and/or attach information that will help, but keep your initial email SIMPLE. Main details ONLY - try to answer any problems/challenges that you want to solve, your main info and then SEND.
- **Build your contact list!** This is something people pay BIG money for. You can work with an agency or build your own list; find what works with your budget. When starting your own list, go big! Find your dream outlets/personalities/hosts/influencers and add them! They can always decline, so be courteous and thank them anyway. The worst they can say, is "no," and sometimes, it ends up being a "not right now, but thank you."
- **Start with a personal touch!** NEVER CC your emails, BCC ONLY... or better yet, send individual emails. Time consuming? Kind of... but worth it? YES.
- **Make a connection!** Find something that you have in common. Just as brands should approach influencers/coaches they want to work with, you should connect with reporters/outlets. Share your response/solution to something they have featured, talk about previous work, etc. Show that you have done your research - how their audience might find your information/offers appealing and helpful!
- **BE KIND!** Just as you're an expert in your field, trust that media outlets (reporters, editors, assistants, etc.) believe in their work. If they are interested, 9 times out of 10, you'll hear back. It might not even be immediately, but they'll keep you in mind. How you respond MATTERS. Be kind and courteous, thank them for their time and consideration.
- **Follow up!** After you've sent your initial response, it never hurts to follow up with a quick call or email - but give them time to review. Don't follow up immediately, give it a day or two.
- **HAVE FUN!** You know your worth, your audience and your field - you've got this!

As a coach, influencer, entrepreneur - you are used to connecting DIRECTLY with your audience, your niche. Using traditional media methods help you connect to a much larger audience, but you're typically using a type of "middleman" - a reporter, radio host, tv personality, etc. Make sure you understand how important that person/outlet is to their audience, and vice versa. Give yourself time and grace, keep practicing, ask for feedback, and continue making a positive impact on the world around you!

