



7 Secrets of Perfect Pitching

Intrigue Overworked Journalists and Please Wary Bloggers

Michael Smart

PRSA International Conference, 2012

Intro & Background

Listen for:

- The two-step pitch formula to grab any journalist's or blogger's attention
- Surprising ways to frame boring facts into a catchy story
- The similarities and differences between journalists and bloggers
- A specific pattern for getting on your targets' radar screens

Drastic changes in the media landscape

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1. Make sure the first thing you say or write in a pitch grabs the target's attention

Things NOT to say

So what DO you say?

Examples

10-second pitch formula:

2. Find the better angle that's not obvious

Tip for better angles:

Example

Tip for better angles:

Example

3. Create a story when there isn't one

Common scenarios that require pitching old stuff

Two examples of creating angles to make them new again

4. Keep pitches brutally short

Top-tier reporter and top agency pitching pro on appropriate length of emails

5. Treat bloggers differently

Characteristics of bloggers to pay attention to:

Metaphor: If a *journalist* is someone with a microphone at a lecture, a *blogger* is . . .

Proper blogger outreach “etiquette”

6. Never call to “follow up on an email . . .”

. . . but always call _____

Prescription for follow-up that’s persistent but not annoying:

7. Work consistently to get on targets’ radar screens

Quality of your relationships with media is determined by _____.

What if I don’t have a good story to pitch?

Action item:

About your presenter:



Michael Smart is an independent communications trainer and coach who helps PR pros improve their pitching success rate and enhance their PR writing. He is regularly among the highest-rated speakers at the industry’s largest conferences.

Michael has placed positive stories on the front pages of the *Washington Post*, *USA Today* and *Los Angeles Times*, as well as placements in the *New York Times*, *Wall Street Journal*, *Time* magazine, and NBC’s *Today* show.

He has conducted on-site training for clients from Frankfurt to Tokyo and ongoing coaching and services to many more, from Fortune 200 companies to mid-sized and smaller firms. People he’s trained have placed their own stories in the *Wall Street Journal*, *Washington Post*, *USA Today*, *People*, *CNN*, and *Today*. For fun, Michael loves exploring the mountains and national parks near his Utah home with his wife and four kids.