

Public Relations For Coaches – The Media Pitch

1. WRITE A PERSONAL LETTER TO THE MEDIA OUTLET YOU WANT TO CONTACT.

ADDRESS YOUR LETTER TO THE APPROPRIATE EDITOR OR PRODUCER BY CALLING FIRST AND ASKING. SPELL THEIR NAME CORRECTLY. SPELL EVERYTHING CORRECTLY.

2. USE YOUR PROFESSIONALLY PRINTED LETTERHEAD.

3. WHET THEIR APPETITE.

GIVE THEM A STORY IDEA THAT THEY CAN'T GET OUT OF THEIR MIND. RAISE QUESTIONS TO WHICH THEY MUST FIND OUT THE ANSWER.

4. WHAT'S THE STORY HOOK?

CAPTURE THEIR ATTENTION IN THE FIRST PARAGRAPH WITH WHAT'S MOST COMPELLING, TIME-SENSITIVE, LOCAL, NEWSWORTHY AND BEGUILING ABOUT YOUR TOPIC. USE GOOD STATISTICS TO BACK UP YOUR CLAIMS, IF THEY ARE AVAILABLE, OR QUOTE CREDENTIALLED EXPERTS. TELL THEM WHY THEY NEED TO DO THIS STORY IMMEDIATELY. (YOU DON'T WANT YOUR LETTER TO GET FILED IN THEIR "FUTURE STORY IDEAS" FILE - IT'S A BLACK HOLE.)

5. GIVE SEVERAL BRIEF BUT INTERESTING EXAMPLES, TESTIMONIALS OR SUCCESS STORIES TO ILLUSTRATE YOUR POINT.

(E.G., THREE WAYS YOU'VE COACHED CLIENTS OUT OF BANKRUPTCY)

6. DEMONSTRATE EXTREME FAMILIARITY WITH THE MEDIA OUTLET.

YOU KNOW WHAT THEY WOULD AND WOULDN'T PUBLISH AND IT SHOWS IN YOUR LETTER.

7. HELP THEM ENVISION THE ARTICLE OR SEGMENT BY DESCRIBING HOW IT MIGHT BE EXECUTED.

GIVE SEVERAL DIFFERENT ANGLES (E.G., A "ROUND-UP" ARTICLE OF COACHES IN DIFFERENT NICHES, OR HOW YOU COACHED A DIABETIC CLIENT TO MAKE A DRAMATIC

CHANGE IN THEIR LIFE TO BE PUBLISHED DURING NATIONAL DIABETES AWARENESS MONTH)

8. TELL THEM WHY YOU ARE THE PERFECT INTERVIEW FOR THIS ARTICLE.

BUT DON'T SAY "I'M THE PERFECT INTERVIEW FOR THIS BECAUSE..." DEMONSTRATE IT THROUGH A CONCISE DESCRIPTION OF YOUR CREDENTIALS THAT RELATE TO THE STORY IDEA YOU'RE PROPOSING - DON'T TELL THEM EVERYTHING YOU DO/HAVE DONE BECAUSE IT DILUTES THE POWER OF THE PITCH. STAY FOCUSED. (E.G., IF YOU'RE PITCHING A STORY ON COACHING ROCK BANDS, THEY PROBABLY DON'T NEED TO KNOW YOU'RE AN R.N. IN THE PITCH LETTER)

9. KEEP YOUR LETTER ONE OR TWO PAGES MAXIMUM.

10. MAKE IT EASY FOR THEM TO CONTACT YOU.

11. INCLUDE A PRESS KIT, IF YOU HAVE ONE AND CAN AFFORD IT.

OTHERWISE, ENCLOSE COPIES OF IMPORTANT RELATED ARTICLES THAT HAVE ALREADY BEEN PUBLISHED. LET THEM KNOW ABOUT THE COACHING ORGANIZATIONS YOU BELONG TO AND HOW TO CONTACT THE PR PERSON THERE FOR MORE INFORMATION.

12. SPELL-CHECK, PROOFREAD

AND THEN HAVE SOMEONE ELSE PROOFREAD YOUR LETTER BEFORE IT IS MAILED.

13. FOLLOW UP BY PHONE TWO TO THREE DAYS AFTER THE LETTER HAS ARRIVED TO SEE IF THERE IS ANY INTEREST.

DON'T BE A PEST BY ALERTING THE MEDIA EVERY TIME YOU GET A NEW CLIENT. INSTEAD, CREATE A REGULAR MAILING LIST OF REPORTERS YOU'RE INTERESTED IN DEVELOPING RELATIONSHIPS WITH AND SEND THEM A BRIEF UPDATE LETTER APPROXIMATELY ONCE A QUARTER. FOLLOW THE ABOVE ADVICE IN EVERY CORRESPONDENCE WITH THEM.

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