



HOW TO PITCH A REPORTER, MADLIB STYLE



Dear _____,
NAME

I recently _____ your _____ about _____.
PAST TENSE VERB NOUN PHRASE THAT CAPTURES THE
ESSENCE OF THE PIECE

It was very _____. I was really impressed by how you _____ the _____.
ADJECTIVE VERB NOUN

It made me think that you might be interested in _____
YOUR PROJECT, PERSON OR PRODUCT. **BRIEFLY**

because _____. It matters to _____'s audience
MAKE THE CONNECTION NEWS OUTLET

because _____.
WELL, WHY DOES IT MATTER TO THEM?

If you want to know more about _____ please feel free
YOUR PROJECT, PERSON OR PRODUCT. **BRIEFLY**

to contact me. In the mean time I am going to add you to our press list for outreach,

and I hope you will consider _____.
SOME ACTION, LIKING ON FB, OR SIGNING UP FOR MAILING LIST OR
SOME OTHER **VERY** LOW IMPACT ACTION.

Thanks for your time and your hard work.

Sincerely,

YOUR NAME

YOUR CONTACT INFO