

How to Pitch A Reporter

1. Adjective

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Dear [name],

I recently [past tense verb] your [noun] about [phrase that captures the essence of the piece]. It was very [

Adjective]. I was really impressed by how you [verb] the [noun].

It made me think that you might be interested in [your project, person or product, BRIEFLY] because [make a connection]. It matters to [news outlet]'s audience because [why does it matter].

I know you're wondering how I found your contact information, but I've been [social network] stalking you for [duration]. Your posts about [noun] are hilarious and I really like that picture of you [verb ending in -ing]. Anyways, I thought you'd be the perfect [noun] for this story.

If you want to know more about [your project, person or product], please feel free to contact me. In the mean time, I am going to add you to our press list for outreach, along with [number] other [noun]. I hope you will consider writing about [your project, person or product].