

A good pitch ticks all of these boxes:

- ✓ 3-4 short paras OR 10 sentences (or less!)
- ✓ Address the journalist or editor by name.
- ✓ Complement them on recent articles or features.
- ✓ Introduce yourself and your brand in a sentence or two.
- ✓ Offer evidence of why you're an expert / your product / advice is the solution
- ✓ Link to broader trend or statistics that are relevant to the outlet's audience.
- ✓ Explain how your product is a good fit for the editor's magazine or blog. If they've featured something similar in the past, mention that!
- ✓ A call to action to trigger the editor to respond to you. This could be a question or a personal note.

Example:

Subject line: Financial literacy expert comment/op-ed on females business maths anxiety

Dear Odette, (personal!)

Loved (flattery) the piece you recently wrote about the government's crack down on big businesses late payments to SMEs (specific/relevant). I've seen firsthand the pain and struggles of businesses crippled by cashflow. In fact, it is why I've written a cashflow management and financial literacy program for women (evidence and why statement).

Through my work as the founder of Cash Full Stop and the Love Your Money program working with thousands of female clients (who/evidence/relevance to angle), I've found on average female business owners between the age of 30-40 years old, throw away \$10,000 per year due to maths anxiety and poor financial literacy (unique insights).

In the lead up to EOFY (time sensitive), I would love to discuss why this problem is so pervasive and how it can be solved through three key tax planning steps and financial literacy education (how you can help: the angle and solution).

I'm also keen to discuss why equal parts empathy and a firm touch are the key to getting invoices paid on time (back up angle) and I have written several blogs on the topic (link) (evidence of capability/credibility),

I'm a confident writer (link: examples here) (proof) have some beautiful high res images here (link: Google drive/Dropbox) (making their life easier!) and if it suits, I'm available for interview any time this week (time sensitive, flexible).

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