



**Pet's Eye View**

Animal Voices Unleashed

**PITCH PERFECT**

**How to Get the  
MEDIA COVERAGE  
Your Business  
DESERVES**



# PITCH PERFECT

## How to Get the Media Coverage Your Business Deserves

**Everyone is egocentric. News Flash! It's not about you, your event, your business – or your utter coolness!**

It's about the reporter, and his or her needs – trends, local happenings and stories that will interest his or her readers. So your pitch is about how you can help a harried reporter build her readership.

### **THE 90 PERCENT RULE.**

Here's the good news. I've been working in PR for some of the world's biggest brands for 20 years. I have determined that 90 percent of what you read in a media source was pitched. However, 90 percent of all pitches – well, they get pitched into the reporter's trash can. Preparation is, you guessed it, 90 percent of success. (Eight percent is execution; two percent is pure luck.)

### **HOW TO PREPARE FOR SUCCESS.**

**So knowing that you have to prepare to get those hits, how can you go about it?**

If you were to work directly with me, I would take you through the process I call the Message Matters Matrix (M3), a series of questions, exploration and deep thinking about what you have to offer as a business and as thought leaders and what customer information you have that might make great stories.



On your own, we encourage you to read very deeply and critically every animal story or infographic or hot social media post you see over the next few days and ask yourself for every one what stats, storytelling, or true news made that piece “make” news. You can download our Communications Foundations Checklist with more than 15 questions to guide your thinking as well.

Then follow these steps:

- Take a critical review of the publications, TV shows, bloggers and social media influencers whose attention you want to capture. From top tier national outlets like Animal Wellness, Dogser, Catster, and “Super Soul Sunday,” to the industry outlets and local press your audiences read most. Analyze what they cover and how, and assess your readiness to reach out.
- While making sure to pitch big glory outlets, you want to also be building your reputation in other ways as well with publications that help grow your credibility in the markets where your top buyers are looking to buy.
- Take a critical look at your history, your products and services and anything interesting or controversial you have to add to the media conversation. Are you a vet who promotes raw food? A dog trainer who trains a dog by living with the pet and guardians in their home for a week? Those are unique stories, and very pitchable. If you don’t have a unique approach, but you have a lot of successes, stats and testimonials can tell a powerful story.
- At each outlet, assess the writing style of your target editors. Have your competitors been covered in that pub? Have you? Can you dissect the relevant stories to detect what might have been sent to the reporter in a 50-word pitch that captured his attention?
- Once you have noted those things, it is NOT enough to pitch a very similar story to that person as the one he or she has recently written. What is your unique take, news or info, and how will it change the lives of his readers, or what can they learn from your business journey?



## WHAT EDITORS WANT:

**In brief, here is what editors care about:**

- Content and context
- Balanced enthusiasm
- The truth
- Examples
- Simplicity
- Proof
- New information
- Controversy
- Relevance to their audience/readership
- Subject matter expertise
- Something different

PROOF = People besides you, who will be interviewed on how successful you or your product have helped them be – and qualitative or quantitative info to back it up.

## WRITING THE PITCH.

**When you do write the pitch, here are several things to keep in mind:**

- **Subject line.** Make it compelling, so the reporter will want to open the email. Remember that you have about 2 seconds to catch an editor's attention. The average editor at a top tier pub in ANY industry these days leaves her desk for 40 minutes and returns to more than 100 emails...most of them poorly targeted.
- **Establish a connection to his beat.** For example: "Since you often discuss animal chiropractic work, I wondered if you would be open to a new piece on crystal therapy for horses? We have 16 case studies, including one great survival story." Make sure you include a link to your company. You want to make it as easy for the reporter as possible.



- **The next couple of lines should include a call to action, along with a reason for urgency**, explaining the interviewee's credibility, or points that support the timely nature of your pitch.
- **Lines 5-7:** Supporting data, brief anecdotes and a final call to action.
- **Keep your pitch short.** Use no more than a maximum of 100 words.

## PITCHING DOS AND DON'TS:

### Do This:

- Focus on pitching things with newsworthiness
- Big picture or seasonal trends
- Know the target audience
- Write a succinct pitch email
- Bullet points are your friends – use them
- Follow up

### Don't Do This:

- Give someone a sales pitch
- Put too many concepts in one pitch. (We know. It kills us too. But it easily shuts a reporter down.) Choose your favorite
- Don't make stuff up
- Stay away from words like revolutionary, groundbreaking, and even holistic, which have lost their edge



## RESOURCES:

- PRWeb – For inexpensive, SEO news releases
- Businesswire – When it is really IMPORTANT news and you have a budget
- DuctTape Marketing
- Pet's Eye View staff for initial consults to full week trainings and more

**Now that you know the 90 percent rule and are prepared to prepare, we expect to hear good things about your success!**

**Need some help?** Drop me a line at [kara@petseyeview.com](mailto:kara@petseyeview.com).

Mark the subject line: *"Pitch Advice"*

**Happy Pitching!**

Kara and Crew  
Pet's Eye View