



No.20

# THE PERFECT PITCH METHOD

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@RARAPR

#PRBYYOU

COVER PAGE

# THE PERFECT PITCH METHOD

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EXPRESSION OF VALUE

**AN EASY TO FOLLOW FORMAT.**

**PR LESSONS AND RATIONALE BACKED BY INDUSTRY  
EXPERIENCE.**

**WORKSHEET FACILITATORS TO HELP YOU DEVELOP  
THE PERFECT PITCH.**

**QUESTIONS AND PROMPTS TO ASSIST WITH  
GENERATING QUALITY PITCHES FOR YOU AND/OR  
YOUR CLIENTS.**

**UP-LEVEL YOUR PR TOOLS AND SYSTEMISE YOUR  
CUSTOMER JOURNEY PROCESSES.**

**SUPPORT AND MENTORSHIP TO GUIDE YOU THROUGH  
PROVEN RARAPR PROCESSES**

**A DIGITAL TOOL TO HELP YOU OPTIMISE YOUR PUBLIC  
RELATIONS AND SECURE VALUABLE MEDIA AND  
PLACEMENTS.**

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JADE ROBERTS

"THE BEGINNING OF ALL  
WISDOM FOR ANYONE THAT  
WANTS TO PR  
SOMETHING WELL IS TO  
KNOW ITS VALUE AND THE  
CONTRIBUTION IT HAS ON  
MAKING THE  
LIVES OF OTHERS BETTER."

# THE PERFECT PITCH METHOD

When it comes to pitching to media, or influencers, or potential brand partners there is no one size fits all. Everyone and every situation is slightly different. This is also the true of media. Over time, just like a good friend you develop relationships and learn best how each individual works and equally what works for you.

That said, there are some basic frameworks and steps to follow that will help you on your way to mastering the art of a good pitch.

It's important when you're pitching anything to anyone (especially media) that you're concise and led by the ability to provide value. You can't pitch well without giving. And attempting to pitch by asking someone to do something for you, that will benefit you is the most common mistake made when pitching. A great media pitch is one that is solution based for the recipient and one that is centred in value.

**You can use The Perfect Pitch Method as a framework to create a compelling pitch that is thoughtful, giving and above all driven by the ability to answer the question, 'what have you got that they want?' You can also transfer The Perfect Pitch Method to almost any situation where you're requesting for an opportunity to be considered.**

# THE PERFECT PITCH METHOD

The Art of Securing Media Coverage



## RESEARCHED

Before pitching anything do your research. Make sure your pitch is based on facts and insights and that you have researched the industry, your competition and media outlets.

## RELEVANT AND TIMELY

Know who you're pitching to, the type of content they run and the likelihood they'll publish what you're pitching. Also consider lead time and the best time to contact the journalist

## CREATE OR CHASE

There are two common pitch creation approaches - create or chase. Know which one your pitch is. Are you creating a story from nothing or chasing down an existing news trend?

## CLEAR BENEFIT TO THE AUDIENCE

In order to optimise your pitch take-up always pitch with value in mind. The most successful pitches are centred in what you can give by way of value and not what you can get.

## OF HUMAN INTEREST

Get clear on how your story impacts your audience and why it would be of interest to them. Human centred stories that have relatable, emotionality to them reign supreme.

## INCREDIBLE VISUALS

When you're pitching a potential story to the media make sure you have a picture story idea or relevant images that would place well with that publication.

## TALENTED TALKING HEAD

It's important to have available talent, an expert in the field or an authority who can provide a comment or be interviewed to reinforce the news that you're offering.

## CALL TO ACTION

Be clear when pitching, about the segue your news has to your product or service and make sure there is a clear call-to-action.

COVER PAGE

**THE PERFECT PITCH  
DISCOVERY  
[PROJECT NAME]**

CLIENT NAME GOES HERE



# THE PERFECT PITCH

## DISCOVERY

Once you've done the value groundwork and you know how to articulate it, the framework for a good pitch is to understand the who, what, when, where, how and why so that you can get what you have to offer into the consciousness of media and the audiences they represent; who are likely to find it of value to them.

1

### STEP ONE: WHO

Personalise your pitch by name and find out exactly who you're pitching to. Start by getting insanely familiar with the publication/media outlet you're reaching out to. Know the type of content they usually place. Take time and genuine care to research.

2

### STEP TWO: WHAT

Get clear on what you're pitching. What makes it unique and interesting and worthy of editorial. Dig deep and find facts, consumer insights, trend forecasts to ensure that you're pitching with value and know your story angle/s.

3

### STEP THREE: WHEN

Make sure you know when the publication is syndicated. How often? What time? As well as that have clarity on content frequency – timing is everything when you reach out to media. It's important to consider when it will be most favourable for them to receive ideas for editorial consideration. Be sure not to pitch when they're on deadline.

4

### STEP FOUR: WHERE

It's not enough to know that the topic is of interest, you must also take time to consider if realistically what you're asking could be placed and where exactly.

5

### STEP FIVE: HOW

We'll cover this in The PR Pitch formula, but the best way to pitch is always with value in mind. Consider what YOU can give that they might want, not what the journalist can give you.

# BEFORE YOU PITCH, GET CLEAR ON YOUR VALUE.

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01

Before pitching take time to get clear on your passion. Passion is what gives you more energy than it takes. Passion is what drives you, it drives everything. Passion helps you to answer the questions around 'who are you?', 'what do you do?' what do you know? what can you give?' Your services are usually tightly linked to your passion because when we start a business or find businesses to work with we're mostly led by what we love doing and what we're naturally good at. Knowing your passion is usually knowing clearly what it is that you do and why. And before you can pitch an idea, you'll need to introduce yourself; which will be the very first way you attempt to make an impact in a way that will allow you to be heard.

02

It's also important to get clear on your unique set of personal values. These define your brand values and often guide the type of brand you will build or work for. Knowing your core values allows you to be conscious and clear on what value you bring. Many services can be the same, or similar (especially to a journalist who receives hundreds of pitches a day while also on deadline). But when you dovetail your introduction with your passion and purpose, which is led by your personal values; you'll start to formulate a unique point-of-difference. This is important groundwork when pitching to media (or anyone!). This is the stuff that will set you apart and position you in a way that will better manage the perception of your pitch and following potential conversations.

03

Once you know your unique value you can start to get clear on how to maximise that in a pitch. Pitching with value in mind is how you pitch an idea. What have you got, that they want? There are many things that make you and your story idea wonderful; but consider what these reasons are by way of value. \* Be sure to check out our book called 'Perfect Pitch' which is all about unearthing your value if you'd like to learn more about discovering your unique value so that you can pitch perfectly.

04

More value-driven groundwork you'll need to do before moving forward with a pitch is to consider how it will resonate with that person/media/readers on an emotional level. We all make decisions based on emotion. And it's another important element to consider as part of crafting a value-based pitch.

# PR PITCH DISCOVERY Q&A

WORKSHEET

## INSTRUCTIONS

In the competitive world of PR be sure to take the time to answer these questions first and to fully explore the answers so that you can pitch with purpose and give your story or editorial idea the best chance of being considered.

Q1: What are the core brand values of what you're pitching?

Q2: What is the purpose of your business, why does it exist?

Q3: What is the unique value that your business provides? What problem does it solve?

Q4: Who would it benefit most?

# PR PITCH DISCOVERY Q&A

WORKSHEET

CONTINUED>>>

Q5: What are your story angles? Think about at least three varying ways your story could potentially be placed - is there a human interest angle? A trend angle? An industry angle?

Q6: Why should anyone care? What have you got that they want?

Q7: What trend insights do you have, any facts, figures, science-based insights, expert knowledge, special events?

# WHAT DO YOU DO?

It can be hard to communicate value unless you know how to answer clearly what it is that you do. Answering this is kind of like an elevator pitch and should be one centred in value.

Use value as the north star for when you pitch to media or any potential opportunity you wish to be considered for, be it a sponsorship opportunity, collaboration or even employment. This theme as the guiding theme in pitching is transferable to almost any pitching scenario.

## WHEN YOU'RE NOT CLEAR ON WHAT IT IS YOU DO AND WHY

Media don't trust you because they don't know what you stand for.

They move away from your pitch because it's all too hard and Calamity Jane.

They don't consider you for future opportunities because the messaging wasn't seeded in a way that they would remember.

They don't tell their colleagues about you because they're not sure what it is you do in the first place.

**TIP//** Help media know exactly what it is you do and the value that you can bring to them right up front.  
Then pitch your idea.

# THE PERFECT PITCH: SO HOW DO I EVEN PITCH THOUGH?

O1

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Introduce yourself and what it is that you do (with consideration to your values and why you/your business exists).

O2

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Include the details of your product or service with consideration to what makes it unique and special.

O3

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How will your product or service change someone's life/or why is it relevant to that publication and the reader.

O4

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If what way is it newsy, topical and worthy of consideration for potential editorial – look to the angles, the facts, the trends, the consumer insights as well as to the past stories and placement relevant to that publication.

O5

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Ask for your story idea, news or editorial opportunity to kindly be considered for potential placement. Again it must be a pitch of value/ask and centred in what you can give, not get.

JADE ROBERTS

"DECISIONS ABOUT YOU AND  
YOUR BUSINESS ARE MADE IN  
A ROOM YOU'RE NOT IN.  
MAKE SURE YOUR PITCH IS  
CLEAR AND EASILY  
REPEATABLE. MAKE SURE IT'S  
CENTRED ON BEING IN  
SERVICE AND ADDING VALUE  
TO THE LIVES OF OTHERS."

# SUMMARY

## TAKEAWAY 1

Know your passion

PR success always comes from clear and considered messaging that is centred on value. Finding that value comes from knowing your passion (what do you do), as well as your unique value and who would benefit from it most (your target audience).

## TAKEAWAY 2

Define your unique value

As well as this, knowing the who, what, when, where, how and why of the environment you're pitching in sets you up with the possibility of being remembered in a competitive, fast moving, media landscape and ultimately sparking conversions that allow for you and your story to be considered in its best light.

## TAKEAWAY 3

Pitch with purpose

These PR fundamentals help you to perfect your pitch and move towards having your story idea placed, securing important third party endorsement, increased brand awareness and taking you closer to the people who need you most.



# THE PERFECT PITCH METHOD CHECKLIST

- REVIEW THE DOCUMENT
- CREATE A COPY OF THE DOCUMENT SO THAT YOU CAN KEEP THE ORIGINAL
- SAVE IT AS A PDF SO YOU HAVE THE ORIGINAL FOR KEEPS
- IN YOUR COPY, DELETE THE LOCKED PAGES AND USE THE UNLOCKED PAGES
- WORK THROUGH EACH STEP
- REVIEW, REFINE
- TICK, BECAUSE YOU ARE ON YOUR VERY, MERRY WAY TO A MORE CONSIDERED APPROACH TO PITCHING WITH PURPOSE

# GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

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