

Pitch It: How To Ride The Media Wave To Free Traffic And Publicity

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

Introduction

Thanks for downloading this report. If you follow the steps laid out, you'll have the ability to generate press coverage, and more importantly, targeted traffic, at will. The strategies outlined in this report have resulted in media coverage for everything from tech startups to mobile apps to fundraisers for art galleries, to crowdfunding projects and they can work for you too.

I'm not a fan of long introductions where the author tells you their life story, so let's just jump right in and get started.

A Quick Overview

Let's take a quick look at what we'll cover in these pages:

- Choosing the right media outlets
- Developing the "hook" for your story
- Building your media contact list
- Creating a press kit
- How to write press emails that get results
- Sending your emails
- Conclusion
- Extra resources

Choosing The Right Media Outlets

The first step to getting media coverage for your business is choosing the right media outlets. Not every newspaper, major blog or TV station is a good fit to cover your business or product. But if you do the work of selecting the right media outlets, the chances of you getting coverage go up dramatically.

So how do you choose the right media outlets?

There are actually two aspects to this. You want to choose the right outlet in terms of the topic they write about, and in terms of their position in the media hierarchy.

What this means is that you want to target media outlets that write about a topic that's closely related to your product or business, and initially, you want to target outlets that are lower on the tier in terms of popularity, and will usually be more likely to write about you (Don't worry, though, you're going to use these lower tier outlets to help you get published on larger and larger media outlets like major blogs and news sites. I'll show you how later in the report.)

Example: If your business is a marketing company that helps small businesses get more customers, you obviously want to target media outlets that write about business and marketing topics, or target local news outlets. Targeting websites that write about golf or fitness won't make sense because they probably aren't going to be likely interested in writing about your small business marketing company.

Likewise, The Today Show probably isn't going to be interested in covering a small local business at the outset because they're a major national outlet with a national audience, so you'd be more likely to get a response from reporters who write about issues in your local area.

So how do you find the media outlets that *would* be most interested in writing about you?

It's easy. We'll just use a handy little tool called [Alltop](#).

Alltop is a blog aggregator that lists all the top blogs online (hence the name).

I'm going to show you how to use it in combination with another free tool to compile a list of blog and media outlets to write about your company or product.




That other free tool is the Scraper Extension for Google Chrome.

You can download Google Chrome [here](#) if you don't already have it on your computer. You can just follow the installation instructions on the Chrome website to install it on your computer.

Once you have Google Chrome downloaded and installed on your computer, launch Chrome, and click [here](#) to install the Scraper extension.

Once the scraper extension is installed, go to Alltop.com. In the search bar in towards the upper right side of the Alltop home page, type in a term for the niche you want to target (think broad terms, like "business" or "health"). For example purposes, let's do a search for the term "business".

Below, you'll see a snapshot of what Alltop's business section currently looks like:

WORK HEALTH CULTURE INTERESTS TECH PEOPLE GOOD NEWS GEOS SPORTS
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Hot Topics New Topics My Recent Topics MyAlltop Holy Kaw
 Search

Business

MOST TOPULAR STORIES

- Things You Should Avoid When Emailing Your List
- The Real Truth about Your Sales Funnel [Infographic]
- Heart of an Introvert, Mind of an Extrovert
- 10 Christmas books and a #free gift!
- "What makes you so high on energy?" and Other Mini Stories

START MY CONSULTING BUSINESS

- A skyscraper nearly collapsed — what it means for you
- One of my students landed a full month's salary worth of
- How one reader nailed a 50% consulting rate increase (see
- How you're poisoning your brain (and the secret antidote)
- Cracking the code to getting clients, plus a heartbreaking story

BUSINESS + ECONOMY — ARTICLES — THE CONVERSATION

- Can we please just get on with the National Broadband
- MYEFO at a glance: Australia's shifting budget position
- Federal budget deficit climbs to \$40.4bn: experts react
- The Aussie dollar at US75 cents: good or bad?

CYBERALERT BLOG



- How to Respond to Negative Online Comments
- CyberAlert Names First Three 2015 PR Grants Recipients
- Chunking Up Webinars: a Simple Way to Achieve Greater
- The New PR Landscape: Fast-Paced, Chaotic and
- Best Public Relations Stunts

ENLARGE. EXCEL. EVOLVE.

- 360logica and Rohit Singh-An Amazing Story of Mega
- "Inner or Outer Villains, You are still "The Hero" of the Story"
- Heart of an Introvert, Mind of an Extrovert
- Google Tells Your Zeroeth Story, Clothes Tell Your First
- "What makes you so high on energy?" and Other Mini Stories

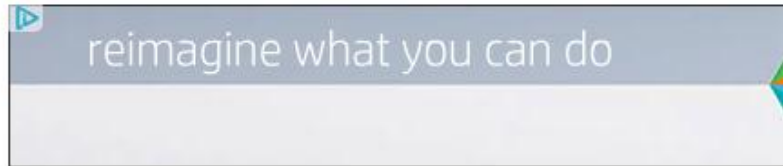
BIRDS ON THE BLOG

- Can being busy in business cause health problems?
- The Nose Knows: Taking the Pill Can Cause Cheating
- New Year's Resolutions!
- 10 Christmas books and a #free gift!

The business section includes blogs from a variety of different websites, including Inc.com, Business.com, Hostgator.com and others (you may also see a few blogs that aren't business blogs. That's ok, just ignore them).

The next step is to right-click on one of the blog section headers, as seen in the screenshot below:



Business

MOST TOPULAR STORIES

Things You Should Avoid When Emailing Your List
The Real Truth about Your Sales Funnel [Infographic]
Heart of an Introvert, Mind of an Extrovert
10 Christmas books and a #free gift!
"What makes you so high on energy?" and Other Mini Stories

CYBERALERT BLOG

How to Respond to Negative Online Comments
CyberAlert Names First Three 2015 PR Grants Recipients
Chunking Up Webinars: a Simple Way to Achieve Greater
The New PR Landscape: Fast-Paced, Chaotic and
Best Public Relations Stunts

START MY CONSULTING BUSINESS

A skyscraper nearly collapsed —
One of my students landed a full
How one reader nailed a 50% co
How you're poisoning your brain
Cracking the code to getting client

Open link in new tab
Open link in new window
Open link in incognito window
Save link as...
Copy link address
Scrape similar...

Inspect element

Ctrl+Shift+I

BUSINESS + ECONOMY — ART CONVERSATION

Can we please just get on with the National Broadband
MYEFO at a glance: Australia's shifting budget position

VE.

n Amazing Story of Mega
are still "The Hero" of the Story"
f an Extrovert
tory, Clothes Tell Your First
energy?" and Other Mini Stories

Can being busy in business cause health problems?
The Nose Knows: Taking the Pill Can Cause Cheating

(Right-click on the orange header text and you'll see a menu box like in the screenshot above)

Select "scrape similar" from the menu.

This will open the scraper tool, which will scrape the list of sites into a list. Next, you want to export the list into a format that's easier to work with. So click the "Export to Google Docs" button near the bottom right of the scraper window.

5	Birds on the Blog	http://birdsontheblog.co.uk
6	THE INTERNATIONALIST PAGE - Douglas E Castle	http://theinternationalistpage.blogspot.com/
7	Theme Park Post	http://theparkpost.com
8	Simply stated business	http://simplystatedbusiness.com
9	BCW	http://www.businesscomputingworld.co.uk
10	EpicLaunch	http://epiclaunch.com
11	Stock Prices Today » Stock News	http://www.stockpricetoday.com
12	Citeman Network	http://www.citeman.com
13	Zylun	http://www.zylun.com
14	Joanne Dewberry	http://joannedewberry.co.uk
15	SunGard Availability Services UK / Blog	http://blog.sungard.co.uk/blog
16	Presentation Skills « Business Growth Strategies	http://influenceology.com
17	Naomi Simson's Blog	http://naomisimson.com
18	Dallas TX Business Broker Whitehurst Mergers & Acquisitions	http://whitehurst-ma.com
19	Midas Touch	http://www.midastouch.uk.com
20	Great Results Teambuilding	http://greatresultsteambuilding.net
21	The Hiring Tips	http://hiringtips.employeeestingcenter.com
22	CRM Software and Systems Integration Customer Dynamics	http://www.customerdynamics.com/
23	Midlands perspective	http://blogs.deloitte.co.uk/midlands/
24	Activate Group, Inc » Articles	http://www.activategroupinc.com
25	Half Bridge Business Review	http://www.halfbridge.com/
26	The Radius Blog	http://www.radiusworldwide.com/blog0
27	The NFPT Blog	http://www.nfpt.com/blog

Export to Google Docs...

Great! Now you have a Google Docs spreadsheet with a list of blogs that already reach your target audience. But we're still not done yet.

Next we want to scrape Google News for relevant news sites. In order to do this, we'll have to go through a very complicated process and spend a bunch of money to hire a web developer who knows how to pull data from the Google News API.

Just kidding! :)

We won't have to do that at all, because someone else already has.

We'll just use [this](#) tool from Customer Developer Labs. Enter the search term you want, and it uses Google News to look for news stories worldwide and in the 10 largest US cities. For example, I'll do a search for SEO:

Step 1. Search for news related to your company:

Examples: competitors, problem you're solving, related products, customer segment, etc.

Step 2. Download the results

Found 648 "seo" articles. Click to download.

URL	Title	Description	Region
http://www.forbes.com/sites/johnrampton/2014/12/15/15-seo-gurus-that-you-should-know-for-2015/	15 SEO Gurus That You Should Know for 2015	As we now know better than ever before, SEO best practices are constantly changing. Not only are there new algorithm announcements and changes you have to follow, but understanding what you need to do in response or how your strategy needs to be ...	World wide
http://www.huffingtonpost.com/josevasquez/5-ways-seo-is-going-to-ch_b_6269540.html	5 Ways SEO Is Going to Change in 2015	2014 was quite the year for SEO -- we saw the release of the Pigeon update, which revolutionized local search, and long-awaited updates to both Panda and	World wide

Step 3. [Upload them to Mechanical Turk](#) (to get each reporter's email address!)

Notice that the search returns **648 articles** with the term “SEO”, with the top ones being from sites like Forbes and The Huffington Post. The tool also lets you export the tools to a CSV document, and if you want to spend a few bucks you can even upload the CSV document to Amazon’s Mechanical Turk program and have outsourced staff go through the CSV and find the emails of each reporter or writer so you can contact them. Of course, you can also go through the list and get the emails yourself if you don’t want to spend any money. It’s your call.

So now, you’ve got a list of hundreds of potential blogs and media sites you can reach out to who might be interested in writing about your business.

But before you reach out them, you need to make sure you’ve given them a reason to *want* to write about you, and that’s what we’ll be covering next.

Choosing Your Angle or “Hook”

If you want the news media to write about you, you have to give them what they want: something that’s going to make them look good to their audience. This means you can’t just send a blogger or reporter a blatant sales pitch for your product or business and expect them to cover you. Make it about *them* instead, by creating an interesting story around your product or business that would appeal to your media contact’s audience. This is your angle, story idea or “hook”, and it’s how you get media coverage.

According to Public Relations expert Ben Kaplan, there are four main types of news angles you can use to create great hooks that will get reporters and bloggers interested:

- Breaking
- Seasonal
- Trend
- Personal Interest

Let's look at an example of each one.

Breaking - This is a major news story that's just happened or is ongoing, such as a weather event, an announcement by the President, or a celebrity awards show like the Oscars or MTV Awards. You can piggyback on breaking news by tying a story about your business to the event.

For example, as I write this, a major story in the news is that Sony Pictures was recently hacked and had many confidential emails stolen and distributed online, exposing private communications between movie executives, directors and other major players in Hollywood. How could you piggyback on this story if you specialize in offering marketing consulting to small businesses? Well, small businesses can be vulnerable to hackers stealing information just like Hollywood studios can. Your hook could be a short list of ways that small businesses can protect themselves from getting hacked like Sony did, and you could pitch it to blogs and news outlets that reach small business owners as well as to local media. Of course, you can mention that you help small businesses with their online marketing and other issues like keeping their website secure.

The key with creating a hook and story to pitch to the media is that you pitch them on the idea of the *story*, not your business. In the example above, the story you're pitching is about how small businesses can protect themselves from hackers, but you just happen to specialize in helping small businesses secure their sites to keep their data safe.

One other thing to note: If you choose to use a breaking news story as your hook, be sure to do so in a way that's tasteful. You don't want to tie your story to a breaking news story about something tragic that happened in a way that makes it look like you're being exploitative or trying to profit off the tragedy of others.

Seasonal - Seasonal news covers topics like holidays, summer vacations and other topics that tend to get covered at certain times of the year. Again, let's use our small business marketing company example. If Christmas is coming up, you could create a seasonal hook for a story involving a small business marketing company could be pitching an article about how small businesses can use Facebook or Twitter to attract more Christmas shoppers.

Trend - Trend news covers trends that are new or unusual. These could either be general trends or trends specific to your industry. A trend that's popular right now is the growth of mobile apps, and keeping with the same example of marketing consulting for small

businesses, you could create a story hook around showing how small businesses can benefit from using mobile apps in their business, and of course, your business just so happens to be able to help them with that.

Personal Interest - People love reading stories about other people, especially their struggles or things they had to overcome, and journalists know this. By framing the story of your business or product as a personal story that other business owners can relate to, you increase the odds that journalists will want to write about you.

Sticking with our same example of consulting small businesses, a hook using the personal interest approach could be “10 Things Being A College Dropout Taught Me About Business”, and the story idea you pitch would focus on your experiences after you dropped out of college and tried to start a business, including your successes and challenges. Of course, you’ll also mention that you use the things you’ve learned along the way in order help other small businesses become more successful.

Obviously the specific hook you use will depend on the type of business or product you have, and I can’t cover all possible hooks you could use, but these are four hooks that are proven to work, and it’s easy to create a short story idea that integrates your business or product into the story as well.

You want to take the hook you create and write a brief pitch for a news story based around that hook. This pitch is what you’re going to send to the bloggers and journalists you reach out to. I’ll talk more about this later in the report, and if you’re not familiar with writing content like pitches, blog posts, and articles, I’ve provided a list of resources in the “Additional Resources” section at the end of this report that show you how to do it. Don’t worry, you won’t be writing Shakespeare, just a brief outline of a story idea based on the hook you come up with.

Once you have your hook, it’s time to put together a press kit so that journalists or bloggers will be able to quickly get all the relevant information about your company or product.

Your Press Kit

The purpose of having a press kit is to make it easy for the media to find out the basic details of your product or business all in one place, which makes it easier for them to write about you. Putting together a press kit can be done in just a couple of hours.

The press kit should include the following:

- Photos of founders or team.
- Company Logos.
- A brief overview of you or your company.
- Any screenshots, photos or videos of your product.

- Any previous mentions in the press, or blogs that have written about you.

It's not essential that you have each one of the above items, but the more you can provide reporters/bloggers with, the better.

Writing The Email

So now that you've got a list of potential media contacts to reach out to, and you've got your hook and your press kit ready, the next step is actually creating your email to send out to them. This step is extremely important, and I'll include some sample email text to give you an idea of how your emails should be structured.

Sample Email

Hi [Name],

I'm Joe Smith from Digital Biz. I'm a consultant who helps small businesses get more customers and I have an idea for an article that I think your readers would benefit from. With Christmas coming up, a lot of small local businesses are having to compete with large retailers like Amazon. My article would be about 5 ways small businesses can beat Amazon this Christmas by using Facebook to target shoppers in their local area and get them to come in and buy. I'd love to send you a brief draft of the article for you to take a look at if you're interested. Let me know.

Regards,

Joe

P.S. I have a press kit available here if you'd like to know more about me: [link to your press kit]

The key to getting bloggers and reporters to respond to your emails is to keep your email very brief. Just a quick intro, a bit about your story hook, and ask them if they'd like you to send more information. You just want to pique their interest enough so they reply: "Sure. Send over what you have."

How To Send Your Emails

So now you've got your list of publications to target, your story hook, your press kit and your email text. The last step is to actually send your emails out to those publications. Fortunately this step is pretty easy to do.

The first step is to get the email addresses of the publications you want to target. You can either do this manually by going to each site and finding the email address, or by using a paid tool that I'll show you in a moment.

Manually finding emails for each site you want to target is more time-consuming, but the benefit is that it's free. So if you're on an extra-tight budget, that's the way to go. You can usually find a publication's email address under their "contact" section. However, some larger news sites will have a "Submit a tip" link where you can email your pitch to. If you go this route, just be sure you've addressed your tip to the attention of the reporter who covers the appropriate beat.

If you're not able to find the reporter's contact information on a website, you can always reach out to them on Twitter (pretty much any serious journalist or blogger working today will have a Twitter account.), let them know you have some cool information about something they mentioned in a previous article, or a tip about the topic they cover, and ask what's the best email address to send it to.

The two articles below have some more great tips on finding anyone's email, including reporters and bloggers you want to reach out to:

<http://life-longlearner.com/find-email-addresses/>

<https://www.linkedin.com/pulse/20140807194828-34685799-3-tricks-to-find-almost-anyone-s-email>

If you'd like to save a lot of time, there's a paid tool called [Buzzstream](#) that automates a lot of the process of getting emails and sending them out. At the time of this writing, Buzzstream also has a 14-day free trial.

If you sign up with Buzzstream, simply load up the website url links from the Google spreadsheet you created earlier with the scraper or from Google News. Run Buzzstream and it will generate a list containing the website url, social media accounts and email addresses for each of those sites. You can then paste your story idea pitch into an email, personalize it and send it out to your blogger/reporter list using Buzzstream's BuzzBar option (Obviously you can still do all this stuff manually if you choose not to use Buzzstream).

Once you start sending out emails, you should start getting responses back anywhere from within a few hours to 2-3 days, depending on the site. I can't really give you a template here, because the exact process will differ somewhat depending on the publication and the type of story you're pitching them. But generally if they're interested, they'll request more information about your business, or ask you to send over the tips you wanted to share if you were pitching them on an informational article, etc. You want to just keep the communication open and remember to make their job as easy as possible, which will make them more likely to run the

story. Most of all, make sure your website has a landing page where you offer something for free in exchange for people's email address, so that when people do read news articles about you, and they come visit your website, they'll have a reason to subscribe and get on your email list.

A great thing about your business or product getting media coverage is that coverage tends to beget coverage, meaning that once blogs or news sites start writing about you, it will make it easier in the future to get coverage from even bigger and more established news sites, local and even national TV news and radio.

In fact, once a smaller blog runs a story about your business or product, the very next thing you should do is send an email including a link to that story to reporters at larger publications who cover that topic and pitch it as the basis for a related story, repeating the process so that you get even more coverage. Social proof goes a long way with the media, and reporters will be much more likely to write about you if they see other people are already talking about you, because it gives you more credibility. This is how you can go from getting blog posts written about you on small, local blogs to getting coverage in larger national media outlets.

So what should you do with the surge of traffic you get from all this media coverage?

The best thing to do is to set up a landing page on your website where you offer a free report, video or newsletter that's related to the topic of the article. Using the small business marketing consulting example, you could build on an article about how small businesses can use Facebook to get more Christmas shoppers into their stores by offering a free Cheat Sheet with even more tips, such as how to create great Facebook ads, how to get customers to spend more money once they're in the store, or how to turn those Christmas shoppers into repeat customers who keep buying for years to come. Whatever you do, you want to be building a list, because that's where you'll make your real money.

I can't cover list building in full in the pages of a short WSO like this one, but if you're interested in learning about that topic, I recommend picking up a copy of [Chris Rempel's Rapid List Profit Formula](#), which teaches you how to build an email list of subscribers and get them to buy from you again and again.

Conclusion

You now have in your hands information that you can use to generate a flood of traffic any time you want. If you follow the steps in this report, within days, you can contact dozens or hundreds of journalists and popular bloggers who *need* new content to write about or report on. By making their jobs easier, and providing them with hooks and article ideas that you've already practically written for them, the odds of them covering you go up dramatically.

Getting media coverage has a huge advantage over other forms of advertising because in addition to bringing in thousands of new visitors to your website overnight, it also makes people see your business as more credible and can brand you as an expert in your field.

This is potentially life-changing information. Use it and let me know how it works for you.

To your success,

Hesaidblissfully.

Questions/Comments/Success Stories? Send them to pitchitreport@gmail.com

Additional Resources

I've included below a list of extra resources that can help you get a better understanding of how to effectively get media coverage. These are strategies that have worked for companies as diverse as tech startups and American Apparel to get tens of thousands of and generate millions of dollars in sales, so they can work for your business too.

<http://www.slideshare.net/ryanholiday/tmil-slideshare-v19> (This is a great Slideshare presentation by Ryan Holiday, author of *Trust Me, I'm Lying: Confessions of a Media Manipulator*, who worked as marketing director for American Apparel. His campaigns using the media helped the company generate millions of dollars in sales)

<http://www.slideshare.net/ryanholiday/9-tactics-of-a-media-manipulator-how-to-control-and-influence-blogs> (This is another Slideshare by Ryan Holiday, where he shows you how to influence blogs to write about you)

<http://www.growhack.com/2012/10/17/how-brandyourself-unexpectedly-got-60k-users-in-60-hours/> (This is the story of how a startup company unexpectedly got 60,000 new users in 60 hours - Read the part on "PR Hacking")

<http://www.quicksprout.com/2014/06/30/how-to-streamline-your-content-creation> (This is an article by Neil Patel, of Quicksprout, on how to write great blog posts - use this as a guide for creating quick drafts of story ideas to send to your media contacts)

<http://www.probloggger.net/how-to-write-great-blog-content/> (Here's a bunch more tips on writing articles and blog posts by Darren Rowse of Copyblogger - You don't need to know all this stuff to get started, though. Just follow the steps in this report and get started getting press coverage. You can always go back and work on creating better story ideas for your pitches later....*After* you've already gotten featured in the news :))

<http://buzzsumo.com/> (This is a HUGELY useful tool for coming up with great story ideas to pitch to the media, because it allows you to search by topic to find news articles and blog posts and see which ones are getting shared a lot on social media, allowing you to find out what topics are already hot within your niche. BuzzSumo offers both free and paid versions.)

<http://www.publicize.co/find-tech-reporters/> (This is a list of contact information for hundreds of news websites and bloggers, mostly in technology-related industries)

Below are three additional resources with tips specifically on how to pitch the media your story ideas:

<http://internationalfreelancersacademy.com/simple-secrets-to-pitching-success-how-to-develop-that-pitch/>

<http://www.buzzstream.com/blog/17-pr-pros-share-their-best-pitching-tips.html>

<http://www.theguardian.com/small-business-network/2014/jul/28/small-business-pitch-story-journalist>