



# BEFORE YOU PITCH

## Checklist



- Catchy email subject line of about seven words.
- Correct editor's name and subject area.
- Include a few suggested headlines if you can.
- Pitch less than 400 words.
- Specify the case studies and sources available to interview and check that they're ready to speak.
- Check the timing to send the pitch is good.
- No attachments but specify if you have pictures, and send in the email body if need to, rather than attach.
- Clear signature and contact details including mobile and email address.

This checklist is just a starting point to writing a pitch, if you'd like any further help to create the perfect pitch, contact Amy at [amy@amyfallon.com](mailto:amy@amyfallon.com)

