speakermarketingsuccess

Follow Up Your Media Release

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> If your pitch is really interesting to a journalist, you will usually hear back from them within an hour or two. If they *don't* get back to you in this timeframe, you should still follow up (after three days) as you are trying to establish yourself as a credible source. On the other hand, you should definitely *not* 'nag' them if they *don't* get back to you. **Note all feedback received and apply it for future releases.**

> Point out another interesting feature of your release. Cover the:
> • WHO
> • WHAT
> • WHERE
> • WHEN
> • WHY

Select a press release & journalist to follow up

> If your pitch was less than three days ago, you should wait.

Review your initial pitch to this journalist

Was it emailed? — Yes / No

(A)

Follow Up via Email

Reply to your original email → **Change the Subject line to give another angle on your pitch** → **Write a revised introduction to the journalist**

Time sensitive? — Yes → **Clearly indicate when the event or launch is taking place** / No

Check that your original press release & attachments are included in your email → **Confirm that your contact details are obvious**

> ALWAYS be polite & respectful - the journalist is doing YOU a favour.

Review your email & edit if required → **Send your email**

Call Journalist

Practice your elevator pitch before calling → **Place the press release in front of you**

Call the journalist (use mobile first, if available) → **Journalist answers?** — Yes

30 sec

Introduce yourself & pitch to them

> See sample conversation below

Follow Up to Maximise Value

Resend requested? — Yes → **Send your pitch by email** → **3 days** → **Response received?** — No → **(A)** / Yes → **Provide information as requested**

Resend requested? — No → **Thank the journalist & close the call**

Story used? — Yes → **Thank the journalist for using your story** / No

You've Given it Your Best Shot

Sample Follow-up

> "Hi Jen. <Name> here from <Company>. Wanted to make sure that you received my email on <topic>?"

— Yes → **Would that be something that you'd be interested in running as a story?**

— No → **It covered <brief summary> - would you like me to resend it?**

Would that be something that you'd be interested in running as a story?
— Yes → *That's great. {Be sure that you are clear on what the journalist now wants from you}*
— No → *Thanks so much. I'll be sure to keep you in mind for future stories.*

It covered <brief summary> - would you like me to resend it?
— Yes → *Thanks. I'll send it right now. I have <email address> - is that correct? Bye. {Note correct email}*