

The Press Pitch Checklist

15 checks to run before you hit send on any media pitch

By Stefan Ciano · stefanciano.com/newsletter

Who this is for

Business owners, coaches and founders who want to get featured in the press, on podcasts or on TV, and want their pitch to get read.

Run every pitch through this list. Tick each box. Then send.

Before you write

- ☐ **Pick one outlet and one writer.** Read 3 of their recent pieces so you know what they cover.
- ☐ **Find your angle.** Tie your story to something in the news, a season or a trend they already write about.
- ☐ **Know your one sentence.** You should be able to say your story in one line. If you can't, it isn't ready.
- ☐ **Have proof ready.** Real numbers, real results, real photos. Only things you can back up.

The subject line

- ☐ **Keep it under 10 words.** Make it read like a headline the writer would want to use.
- ☐ **Make it specific.** "Why small gyms are ditching annual contracts" beats "Story idea for you."

The email itself

- ☐ **Use their name and reference their work.** One line that shows you actually read them.
- ☐ **Lead with the story, not you.** First 2 lines say why their readers would care.
- ☐ **Keep it under 150 words.** Short paragraphs. Easy to read on a phone.

- ☐ **Offer something useful.** An expert quote, data, a demo, a customer they can talk to.
- ☐ **One clear ask.** "Want me to send over details?" works great.
- ☐ **Add your info.** Name, title, website, phone. Make it easy to reach you.

Before you hit send

- ☐ **Skip the attachments.** Use links instead. Attachments can trigger spam filters.
 - ☐ **Read it out loud.** If it sounds like a press release, rewrite it like you're talking to a friend.
 - ☐ **Plan one follow up.** Wait 3 to 5 days, then send one short, friendly bump. Then move on.
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Your score

- **13 to 15 checked:** Send it.
 - **9 to 12 checked:** Close. Fix the gaps first, it only takes a few minutes.
 - **8 or fewer:** Rework the angle and the opening before you send.
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Want help writing pitches faster?

I co-founded [PressPitch AI](#) to help business owners find the right journalists and write pitches that get read.

And keep an eye on your inbox. I send one short email a day on marketing and AI that I use in my own businesses.

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