

PR Story Pitching Checklist

Print off this checklist and tick off each step as you go through the '[Pitch Your PR Story: Step-by-Step Tips to Securing Publicity](#)' guide on our Talk About Digital Podcast website.

The Importance of Pitching for Small Business Growth

- Understand how media exposure can help attract customers
- Recognise why pitching is essential for raising your brand's profile

Personalising Your Pitch for Each Journalist

- Research each journalist's audience and work
- Tailor your pitch to fit their audience and your business
- Reference their previous work to build a connection
- Show why your small business is unique in your pitch

Writing a Compelling Pitch Email

- Create an attention-grabbing subject line
- Keep your pitch clear, brief, and relevant
- Highlight the impact of your small business on the community or industry

Pitching Beyond the Traditional Email

- Use social media (X/Twitter, LinkedIn) to reach out to journalists
- Engage with journalists' content before pitching
- Connect with local reporters through networking events or online meetups
- Engage journalists via comments on blogs, forums, or niche publications

Timing Your Pitch to Maximise Media Interest

- Send your pitch on the best days (Tuesday–Thursday)
- Aim for mid-morning (10:00 am to 12:00 pm)
- Follow up smartly if there is no response after 5-7 days
- Leverage current events or trends to align your pitch with newsworthy topics

Following Up Without Being Overbearing

- Wait 5 to 7 days before following up on your initial pitch
- Keep your follow-up email brief and polite
- Engage with journalists on social media to maintain visibility without being pushy

- Share relevant updates or successes on social media and tag the journalist

Boosting Your Chances with Creative Pitches

- Offer an exclusive story, event, or product launch in your pitch
- Highlight any giveaways, collaborations, or events that may interest readers
- Emphasise your business's local or industry impact

By using this checklist and following the related guide on the TAD website you will understand how to pitch your small business PR story to journalists who write for the publications related to your business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.