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PRODUCT PITCH TEMPLATE

@wernchat #hypeyourself

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HOW TO PITCH A PRODUCT WORKSHEET

Subject line: Pitch for “insert name of column” – short synopsis
e.g. Pitch for You magazine – The Front Row
Cosmopolitan – Beauty Lab

Intro

Hello (insert correctly spelled name here),

Would you be interested in featuring “name of product” for “name of column, price and URL to purchase.

Consider a low-res image of product here.

Why

- Outline 2-3 key benefits that would be relevant to this titles audience
- If a seasonal based column e.g. changes each time list a few reasons as to why/where it could work e.g. features on red products, Mother’s Day gift guides, Autumn 2020 trends

Link to media kit

For additional information or hi-res images you can download our media pack (have a DropBox or fresh WeTransfer link for your press materials)

Sign off

Thank you for considering me.

Name

Email

Phone number

(It is crucial they are able to contact you urgently if required).

Background Information

After the tailored pitch to that title I would include any background information such as a press release or stockists.

Final thoughts

Avoid sending large attachments or images, you don't want to be the person that breaks their inbox. Journalists are busy they won't have time to find information in attachments, so stick it all up top in the email.

Consider one follow-up if it is timely but do not keep asking the journalist if they have received your email. If they do not respond reconsider your angle and pitch at a later date.

Example pitch

Hi Lydia,

I noticed you featured some cakes this week in the See it, Want it, Shop it pages and wondered if you might be interested in new CBD marshmallows from the Marshmallowist for perhaps a CBD food round-up?

We can send you samples if this is of interest?

Thanks

Lucy

The Marshmallowist launch limited edition CBD Marshmallows

The Marshmallowist have created a gourmet marshmallow crafted from organic cannabidiol (CBD) –the non psychoactive extract of Cannabis.

Carefully selecting -1000mg of the highest strength of CBD available to create a marshmallow with a buzz. This high strength hemp has been whipped up with fresh grapefruit and pink peppercorns to give it a citrus lift with a touch of spice - complementing the botanical notes of the cannabis.

CBD cocktails are a current trend in LA but have yet to hit the UK - The Marshmallowist are known for combining cocktail infusions through confectionery - these mallows now combine creative CBD mixology with a classic treat.

NOTES

The CBD is developed with nano technology providing exceptionally high bioavailability and therapeutic effect. It is absorbed rapidly and completely by the body when taken orally. You feel the effects immediately upon eating

Not to be eaten when pregnant or breastfeeding.

The CBD Marshmallows are available online www.themarshmallowist.com for £15.00 and at The Great British Vape Shop, [41 Theobalds Road](#), [Holborn WC1X 8SP](#)

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