

TEMPLATES

PR in a Pinch

PITCH SWIPES

Your copy-and-paste guide for sending
out pitches to the media when you're
short on time.

#pitchinapinch

INITIAL PITCH

Subject: Holiday guide - Pretty Peptalks

Hello [Editor's name],

My name is KJ Blattenbauer, founder of Pretty Peptalks. I wanted to introduce to my high-end stationery line. Bright and bold, we offer the thickest, most luxurious paper and envelopes out there.

As you pull together your holiday gift guide, please consider our new collection. I've included a link to high-re images here [link images]. Each boxed set of note cards retails for \$45 to \$65 and can be purchased at prettypeptalks.com, Nordstroms, and Henri Bendel.

I look forward to hearing from you.

Many thanks,
KJ

(555) 555-5555
email@email.com
prettypeptalks.com

FOLLOW UP PITCH

Subject: Follow up: Holiday guide - Pretty Peptalks

Hello [Editor's name],

Last week I pitched a new collection from my line of high-end stationery, Pretty Peptalks, for consideration in your upcoming holiday gift guides. Might this be a fit for your December pages?

I've included a link to the entire collection here [link to Google Drive of images], all in high resolution. Please let me know if I can assist any further.

Many thanks,
KJ

(555) 555-5555
email@email.com
prettypeptalks.com

THE END

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Let's connect:

@pitchinapinch

@prettypespeaks

hello@prettypespeaks.com

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