

BREAKOUT

PR  
*in a*  
PINCH

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Your go-to guide for landing  
media mentions when you're  
short on time.

#pitchinapinch

# HELLO, FRIENDS!

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I'm KJ Blattenbauer, and I'm thrilled you're joining me today to learn all about PR.

A few things about me:

- Founder of Pretty Peptalks, a letterpress stationery line.
- Publicist with more than 25 years of experience.
- Talk really fast when I'm excited with a thick North Dakota accent.

If you miss anything I say today, DM me at @prinapinch on Instagram.

*KJ Blattenbauer*

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# PUBLIC RELATIONS

Public Relations (PR) is the art of convincing an audience—outside your usual circle of influence—to promote your idea, purchase your product, support your position, or recognize your accomplishments.

# WHY IS PR IMPORTANT?

Besides the fact it's really cool...

01

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Let's you set  
the tone for  
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# BREAK DOWN YOUR STORY

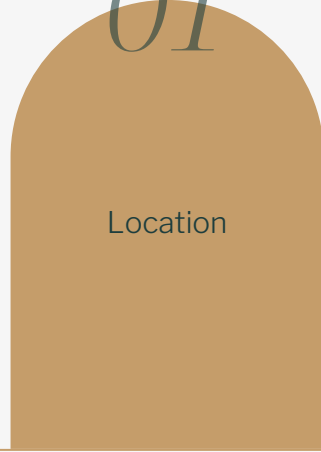
Find your angle.  
There's more than one way to  
tell your story to a media  
outlet or editor. The angle  
that editors are most  
interested in is the one that  
fits the space they have open  
on their page.

# FIND YOUR ANGLE

Here are a few possible angles for your story...

*01*

Location



# FIND YOUR ANGLE

Here are a few possible angles for your story...

*01*

Location

*02*

Designer  
Profile

# FIND YOUR ANGLE

Here are a few possible angles for your story...

01

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02

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03

Product  
Highlights

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Shop/Studio/  
Home Feature

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06

Color Story



# IDENTIFY YOUR MARKET

Where does your story belong?

Start by identifying five potential placements you'd like to see your brand appear in - they can be magazines, blogs, or even influencer accounts. If it attracts your target customer and covers a like-minded product to yours, it's a good fit.

# USE THE EDCAL

Pitch around the editorial calendar to save time.

EDITORIAL



**JANUARY/FEBRUARY**  
Fresh Starts  
Close: 1/11/20 On-Sale: 1/15/21  
Digital Content: Live Well

**MARCH**  
Living Better, Living Beautifully  
Close: 12/23/20 On-Sale: 2/12/21  
Digital Content: The Well-Kept Home

**APRIL**  
Whole Living: Cleaner and Greener  
Close: 1/20/21 On-Sale: 3/12/21  
Digital Content: Clean Science

**MAY**  
Instant Upgrades & DIY Ideas  
Close: 2/17/21 On-Sale: 4/16/21  
Digital Content: Rescue & Revamp

**JUNE**  
Summer Food & Entertaining  
Close: 3/17/21 On-Sale: 5/14/21  
Digital Content: What's For Dinner?

**JULY/AUGUST**  
60 Days of Summer  
Close: 4/28/21 On-Sale: 6/18/21  
Digital Content: You're Invited

**SEPTEMBER**  
Good Things  
Close: 6/23/21 On-Sale: 8/13/21  
Digital Content: Out of the Kitchen

**OCTOBER**  
Fall Fun  
Close: 7/21/21 On-Sale: 9/10/21  
Digital Content: You're Invited

**NOVEMBER**  
Giving Thanks  
Close: 8/18/21 On-Sale: 10/15/21  
Digital Content: Mastering the Holiday Meal

**DECEMBER**  
Holiday Playbook  
Close: 9/22/21 On-Sale: 11/12/21  
Digital Content: Mastering the Holiday Meal

Living SMITHSONIAN INSTITUTION

\*All editorial subject to change and cancellation

# PITCH PROMPTS

Evergreen themes to pitch by month

<i>January</i> Fresh starts New routines	<i>February</i> Gifts for loved ones	<i>March</i> Spring cleaning and getting organized	<i>April</i> Babies and engagements
<i>May</i> Gifts for Moms and grads	<i>June</i> Gifts for Dads and weddings	<i>July</i> July 4th American-made	<i>August</i> End of summer Back to school
<i>September</i> Teachers gifts New routines	<i>October</i> Halloween Fall	<i>November</i> Hostess gifts Thanksgiving	<i>December</i> Holiday gifts and routines

# TAKE YOUR SHOT

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Make sure your images are press ready.



# PITCH CHECKLIST

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Follow these simple steps to press success.

- Do your research.
  - Find the right contact.
  - Get social with it.
  - Write the pitch.
  - Pay attention to details.
  - Give good visuals.
  - Leave your info.
  - Follow up.
-

# PERFECT YOUR PITCH

A good pitch contains these  
three things:

1. Confident introduction
2. Pertinent facts
3. Good photography

# EXAMPLE PITCH

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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](http://prettypeptalks.com), Nordstroms, and Henri Bendel.

I look forward to hearing from you.

Many thanks,

KJ

(555) 555-5555

[email@email.com](mailto:email@email.com)

[prettypeptalks.com](http://prettypeptalks.com)

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# DON'T FORGET TO FOLLOW UP

Editors, like you, have busy lives with even busier inboxes. Check in a week after your initial pitch. Forward on your original email and change the subject line to read "Follow up."



# FOLLOW UP PITCH

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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

THANK  
YOU!

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Let's connect:

@pitchinapinch

@prettypeptalks

hello@prettypeptalks.com

#pitchinapinch