Pitching Checklist and Email Template

Effective Pitch Checklist

Before you send your pitch, make sure it checks all these boxes:

- ✓ Does your subject line grab attention and clearly state it's a pitch?
- ✓ Did you mention the show's name, media outlet, practitioners, clinic, or the company (or a product) in your introduction?
- ✓ Have you identified the target audience and highlighted how your pitch will serve them?
- ✓ Is your bio concise and impactful?
- ✓ Did you outline how you plan to promote them?
- ✓ Have you provided a compelling reason for the host to collaborate, demonstrating how it adds value to their audience or platforms?
- ✓ Is your idea focused, actionable, and designed to solve a problem or fulfill a need for the audience?
- ✓ Did you include 3-5 key talking points to illustrate your conversation
- ✓ Have you shared links to previous talks or presentations that showcase your speaking style?
- ✓ Did you attach a media kit?
- ✓ For Podcasts: Have you included a screenshot of your Apple Podcasts review?
- ✓ For TV or Speaking Engagements: Have you included a link to a video of you speaking?
- ✓ For brand partnerships or other companies: Have you included a website link or media kit?

Email Template

Do your homework before pitching. Understand the pitch-ee’s audience or goals, style, and any details that help you know your audience. Customize your pitch to each person—don't just send generic pitches!

Use this template, but work to craft your pitch in your own voice. The pitch-ee wants to know that you have done your research and that you understand what they are about.

Use a subject line that makes the producer take notice.

E-mail subject: Segment Pitch: [title of pitch]

Hi [name],

Write a short, simple introduction that states who you are and highlights your expertise. Including your location can also be helpful so the person knows if you are local to the studio area.

Template:

My name is [your name], a registered health coach based in [your location]. I wanted to share an idea with you that I thought your audience might love.

Describe your idea in a few brief sentences. Start with a hook that grabs the producer's attention. Make sure your description allows the producer to 'see' the segment so they can visualize how it will look on camera.

Complete your pitch by including a short description of who you are. Include your contact information and a link to your media reel or past broadcast experience examples.

I am a registered health coach and [mention if you have authored a book/run a popular blog, etc.]. My past TV experience includes [list one or two past segments if available]. You can find examples of my work along with my reel at [provide link to your examples]. Or summarize any relevant experience such as working in a specific profession that may relate to what you are pitching, or volunteer work you've done, etc.

Thank you for considering my segment idea. Please let me know if this is a fit for your show.

Best regards,

[Your name]

Analysis of the Email Pitch

Part 1: Subject line

Your subject line is the key to a successful pitch—it determines whether your email gets opened.

Best practices:

Keep it concise, punchy, and descriptive. Choose words that will grab attention.

Test the subject line by sending a sample email to yourself to ensure it isn't cut off in the inbox.

Clearly state who you are (e.g., local plant-based dietitian) and what you offer.

Examples:

TV/Radio: Healthy holiday treats from local nutritionist:

Print/Web: Skin microbiome - Article idea from health coach:

Corporate Company: Lunch n Learn topic from nutritionist

Brand Company: Brand partnership with local nutritionist

Podcast: Topic idea from vegan nutritionist

Part 2: Quick Intro and Sell Your Idea

This is where you briefly introduce yourself and your idea.

Best practices:

Mention specific details about the outlet or person to show you've done your homework.

Connect your bio to your idea whenever possible (e.g., if pitching pre-marathon meal ideas, note your experience as a marathon runner).

Example:

ie: *My name is Nancy Dugan. I'm a holistic nutritionist specializing in hormone health for menopausal women. I am a big fan of your menopause products and frequently recommend them to my clients. I am reaching out to gauge your interest in collaborating with me by sponsoring my upcoming workshop with your target audience.*

Part 3: Main Details of Your Idea

Now, dive into the specifics. Give the reader a clear picture of how your idea will come to life.

Best Practices:

Keep it concise: No more than 2-3 short paragraphs.

Paint a vivid picture of what the TV or social media segment will look like, where applicable.

TV/Podcast Example:

Snacking at the right times can help optimize kids' energy and focus, but it's important to choose good quality snack. I'd love to share a few back-to-school snack swaps to promote sustained energy.

Here are some snack visuals I'd feature:

- *Whole food nutrition bars instead of candy bars*
- *Hummus, veggies, and whole grain pita chips instead of veggie "potato" sticks*
- *Nut and seed butter packets, string cheese, and whole grain crackers instead of pre-packaged peanut butter or cheese spread and crackers*
- *Homemade trail mix instead of pre-packaged fruit snacks*
- *Homemade protein bites instead of brownies - I can create protein bites live on set for an interactive cooking demo.*

Brand Example:

I'm a huge fan of Fresh Bites' snacks, especially for my clients who are looking to maintain a heart-healthy diet. Finding snacks that are delicious and not high in calories is not easy, and your range provides excellent options.

I'm offering Fresh Bites a great opportunity to reach people focused on heart health. Collaborating with a healthcare professional like me could add credibility and trust to your marketing, making it even more impactful.

Here are some ways I could help promote your products:

- *Developing new recipes or snack ideas featuring Fresh Bites*
- *Creating an educational guide on heart-healthy snacking*
- *Writing blog content (e.g., comparing fat content in your products vs. typical snack foods, the benefits of heart-healthy ingredients, etc.)*
- *Generating social media content to increase brand visibility*

I'd love to chat with your PR or marketing team to better understand your goals and see how I can enhance your marketing strategy.

Part 4: Elevator Pitch Summary

Use this section to provide a few extra details you couldn't include in the introduction. Be sure to link examples of your work (website) and your media kit.

Best Practices:

Include a link to your media kit rather than attaching documents to your email.

Example:

I'm a registered holistic nutritionist with 20 years of experience in the health food industry. I write a weekly nutrition-focused blog on Substack, focusing on hormone health for menopausal women. You can find recent examples of my work here and my media kit here.

Part 5: Quick Wrap-Up with Next Steps

Conclude by thanking the reader for their time and suggesting a clear next step, such as scheduling the segment.

Example:

Thank you for considering my pitch. Please let me know if you'd like to set up a time to chat.