

*Pitch Checklist*  
*[www.ChristyALaverty.com](http://www.ChristyALaverty.com)*



# *PITCH CHECKLIST*

Here is a list of questions you should ask yourself for every single media pitch you send.

Why do I care? – journalist & audience



What is your hook or angle?

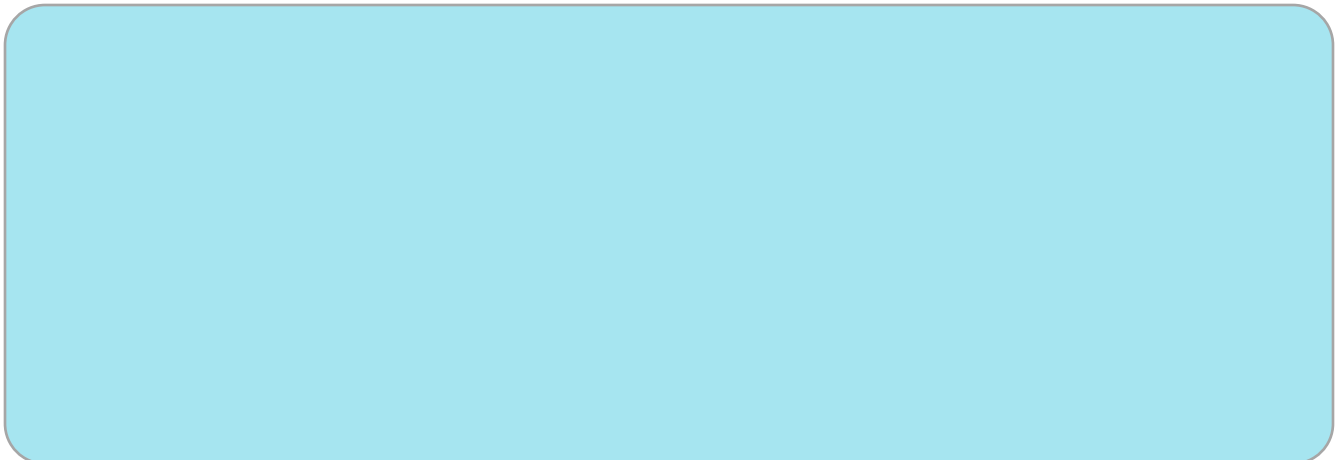


# *PITCH CHECKLIST*

Why is this relevant?



Why does the audience need to hear this story?

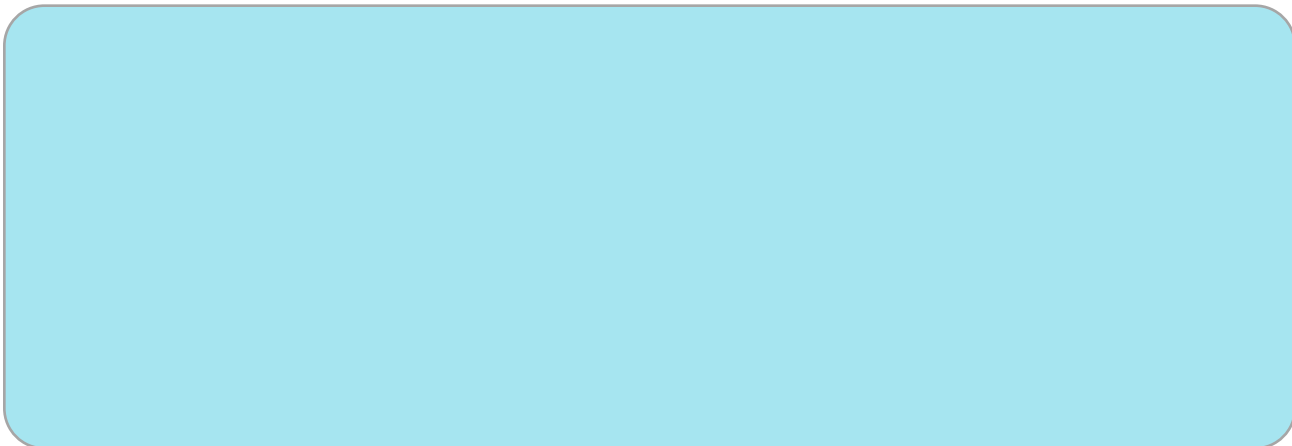


# *PITCH CHECKLIST*

Is this pitch targeted to the right media outlet?



Is this pitch targeted to the right journalist?



# *PITCH CHECKLIST*

Do you have all the W's & H? Who, What, Where, When, Why & How



Is there a human element?



# *PITCH CHECKLIST*

Is there a story rather than an event?

Why do we need to hear this story now?

# *Your Media Worksheet*

*What's Next?*

*Join the [Media + PR Collective For Entrepreneurs](#) for more media + PR tips, techniques and resources.*

**I am a journalist who is sharing what I know with entrepreneurs to help you learn to leverage the power of the media to promote what you do so you can build credibility, gain influence and get customers and clients.**

