

# Pitch This, Not That

THE HECK YES PITCH TEMPLATE



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## KEEP IT SIMPLE AND SKIMMABLE!

### 4 Paragraphs (the 4 Cs!):

- ✓ Connect
- ✓ Credibility
- ✓ Capture
- ✓ Close

### It has to take the guess work out of it for the host. Here's what they're thinking:

- ✓ Does this person have something cool to say?
- ✓ What's their unique perspective?
- ✓ How will my audience respond to this?
- ✓ What direction does this conversation go?

## Hi (use somebody's name),

**1. Connect.** Who you are and what you're about. You can tell them how they might have heard of you, if that's applicable. Do you know anybody in common?

What do you know and love about them - *If you don't know or love anything they've done, you MAY NOT pitch, rather, it's going to be a terrible pitch without this part.* Have you ever received a form email and thought it was really delightful? Probably not... Tell them what you've read about them or where you first came into contact with them so they have some context.

**2. Credibility.** Inform them about your credibility. Where has your work been seen/ featured? What are you known for?

**3. Capture (Their Attention).** You want to let them know 2 or 3 ideas for what you'd like to say using their platform. Keep them short and sweet. A short bulleted list is a great idea.

Assuming that the host has heard about this topic/talked about it on the show, why should they choose you? IDEA 1. IDEA 2. IDEA 3. *Tell them why their audience could benefit from this information.*

**4. Close.** Thank them for their time and tell them how you can be reached and when you'll follow up (AND THEN FOLLOW UP).

## Example 1

Hello Podcaster,

I'm an award winning [redacted] with [redacted] years of professional experience working with the best-in-class clients and have made \$ [redacted] over the course of the business.

I sell [redacted] which helps my clients do [redacted] that I'd like to share about.

Let's set up a time to schedule an interview.

### MY THOUGHTS ON THIS PITCH:

- ⊖ Hello, writer of an awful email. My name is Reina.
- ⊖ This person clearly cut and pasted this to as many podcasters emails they could find. Nothing personal.
- ⊖ They don't know anything about our audience.
- ⊖ They assumed they'd be invited on our show and were doing us a favor.



## Example 2

I am contacting you to provide value to your show by being a guest. I am the owner of [REDACTED] a social media branding & management business running accounts for businesses on the East & West Coast. My clients are busy producing their own work & deals that it is a must for them to have me handle their social media content & relationships. My main focus is to gain the attention of their dream clients by building advocacy in a mobile market. This feeds my soul & allows me to give your audience a few takeaways to implement on their own. Collectively, I have 6000+ entrepreneurs following me on social media & a weekly newsletter of 6000+ professionals.

Click here to see my previous podcast appearances-link to the media kit - I look forward to speaking with you in greater detail!

### MY THOUGHTS ON THIS PITCH:

- ⊖ They tell me about them but they don't make it personal to our podcast.
- ☑ They're telling me about their uniqueness: building advocacy in a mobile market. Makes me want to learn more.
- ⊖ It says "give your audience a few takeaways to implement" and I think: please give me examples.
- ⊖ Bottom line, it feels like a cut and paste email.



## Example 3

### A pitch that came from a PR agent with whom we've not had contact with before:

I'm working with a entrepreneur I thought you may be interested in interviewing.

[REDACTED] is an award-winning social entrepreneur with a passion for catalyzing others to step outside their comfort zones and live lives of purpose. She is the founder and co-CEO of [REDACTED], a fast-growing company dedicated to [REDACTED].

[REDACTED] was featured in Inc. magazine's 2015 list of the 5,000 fastest growing companies in America at number [REDACTED]. Inc. also listed [REDACTED] as one of the fastest-growing American business owned by a woman. In [REDACTED], [REDACTED] received the Ernst & Young Entrepreneur of the Year award.

In an interview, she can discuss:

- The most important thing I wish I knew before starting my business
- Three steps to scaling your side hustle
- How to take a leap of faith and start the business you've always dreamed of

More info is below. Thanks for your consideration!

### MY THOUGHTS ON THIS PITCH:

- ☑ It's got some personality even if it's from a PR person
- ☑ It shows off the potential guest's street cred (& it's impressive)
- ☹ It doesn't make the connection of her to our audience? Why would our audience care about these things?
- ☑ I love that she outlined the three topics
- ☹ We've talked about the topics she's outlined in the past, what's her unique take?



## Example 4

### Another one from a PR person who we don't know.

Hi - I'd love to put serial entrepreneur [REDACTED] forward for consideration.

[REDACTED] has a colorful career history (sales/marketing at [REDACTED], CEO of [REDACTED], and CEO and co-founder of the wildly successful self-publishing platform [REDACTED] so has a ton of wisdom to share.

She recently launched her fourth venture, [REDACTED] - a platform enabling aspiring female entrepreneurs to create and grow real e-commerce businesses. The aim is to change the current state of gender inequality in the workplace by helping Gen Z girls develop real-world business skills, confidence, and experience early-on.

She's very comfortable being interviewed (has done broadcast interviews for Bloomberg, Cheddar, etc).  
Let me know what you think!

### MY THOUGHTS ON THIS PITCH:

- ⊖ They tell me about them but they don't make it personal to our podcast.
- ☑ She outlines her street cred
- ⊖ We wouldn't know what to ask her about.
- ⊖ Bottom line, it feels like a cut and paste email.



## Example 5

I'm the Manager of Two Bright Lights. In case you're not familiar with TBL, it is the simplest tool for photographers, planners, and other creatives to get their work featured in hundreds of blogs, websites, and magazines. We all know that getting published is something that creatives want, but many times don't know how to get started. I have a true passion for helping them grow their brands and make business more efficient for them so that they have more time for themselves and their families and to do what they love! And that's where I think publishing can really come in. I'd love to chat with you and your listeners to answer any questions on the best ways creatives can use their work to tell their brand story - it's all about making your work work for you!

### MY THOUGHTS ON THIS PITCH:

- ☑ It's short (and doesn't follow my format but that's ok!)
- ☑ Tell me that she GETS our audience and what they want
- ☑ She could expand on parts but this short pitch was an instant YES because it fills a need so clearly for our audience



## Example 6

My name is [REDACTED] and I am the Podcast Marketing Assistant for [REDACTED]. [REDACTED] is not only CEO and founder of [REDACTED] but also a podcast host of the show called [REDACTED].

I have been listening your show for awhile and I wanted to reach out and suggest someone to interview. You bring on some amazing people, who bring amazing content and I know [REDACTED] would be someone who could do the same.

What makes [REDACTED] unique and what she does is because she isn't just invested in the business. The business is very important for someone who is a business consultant but she really takes the time to also help YOU, the entrepreneur. She breaks down strategy, mindset and how you can change the course of your personal life.

[REDACTED] works her magic with every single client that comes in. We love getting the chance have her on other shows and love sharing that with our audience. We will promote the show on all our platform and can even put something on our email.

So now that I told you why I think [REDACTED] would be a perfect fit, here is a little more about how [REDACTED] is and about her business!

[REDACTED] is a Former [REDACTED] and Fortune 500 Executive turned Business Growth Strategist. She's best known for helping business owners and leaders around the World make 6 & 7 Figure leaps in their business with superior strategy, systems and most importantly building winning teams.

[REDACTED] is a best selling author and the host of the top rated podcast [REDACTED] where she works tirelessly to help entrepreneurs discover the fastest, most efficient path to cross the not so easy, not so obvious bridge to entrepreneurial freedom.

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## Example 6 (continued)

She can add some amazing value to your listeners. With her experience, She can speak on these topics:

- Sell through serving to build a World Class Brand
- Legacy Leadership how every one of us has the opportunity and responsibility to impact generations
- Pivoting and problem solving the least sexy but most lucrative skillset we can all build to prosper

Along with many more topics, [REDACTED] can add so much value for your audience. I would love to book something as soon as possible! Looking forward to hearing from you and hopefully we get the opportunity to work together!

### MY THOUGHTS ON THIS PITCH:

- ☑ It's a little long (but had good info)
- ☑ She said she was a listener - at least she acknowledged our show
- ☑ Street Cred - clearly impressive history
- ☑ Tells us HOW she can add value to our community

