

Press Pitch Guide

How to use this: Copy this guide and use it to craft a simple email or press release about your business.

1. Headline/Subject Line

A short, attention-grabbing title (e.g., “West Philly Mompreneur Brings Healthy Meals to the Community”).

2. Your Story in 3 Sentences

- Who you are
- What your business does
- Why it matters (your mission or impact)

3. The News/Announcement

What’s happening now? (e.g., Launching, celebrating, winning an award, hosting an event).

4. Call to Action

What do you want readers to do? (e.g., Attend, write about you, share, purchase).

5. Contact Info

- Name
- Email
- Phone
- Website/social media links

Sample Starter Email/Press Pitch

Hi [Name],

My name is [Your Name], founder of [Business Name]. We [what you do] and are excited to share [your news/announcement].

This matters because [insert mission, impact, or why it’s unique]. I’d love for you to [cover/share/attend] and help us spread the word.

Here’s more info: [link or attachment].

Thank you,
[Your Name]