

Prompts to put into ChatGPT

PR D/spotify

Chat GPT Prompts

Find other Ai prompts [here](#)

Prompt one: I am putting together a PR Strategy for (Brand URL). Remember the following answers to help me to create pitch hooks for different types of press pitches

1. Are there any upcoming launches, milestones or key moments we should know about? (Think new products, seasonal campaigns, brand anniversaries (Answer here))

2. Are there any personal or brand profile angles (E.g. founder story, mission, values, behind-the-scenes, big pivots, life changes personally) (Answer here)

3. Brand URL (Link here)

4. Founder LinkedIn (Link here)

5. Blog (Link here)

Remember this: When I ask for Subject lines please avoid using dashes, emojis or the type of pitch it is included in the hook. You can include the name of the feature if relevant.

Next steps: Copy and paste all of the above into ChatGPT and then choose 3-4 pitches that are most relevant for your brand and put the prompts into Chat GPT

Round-up pitch

Prompt 1: Create 4 PR pitch hooks for round up pitches for the brand and information above.

Note: Round up pitches are also known as product reviews or tried & tested like ES Best (<https://www.standard.co.uk/shopping/esbest>) and Indy Best (<https://www.independent.co.uk/extras/indybest>). They consist of a small selection of usually similar products compared online to help consumers make informed decisions when purchasing

Prompt 2: Turn these into subject lines

Prompt 3: Tailor these for

1. [Magazine name / feature name]
2. [Fashion / lifestyle / gifting / home] round-Ups
3. [Luxury / sustainable] publications
4. [comfort / fit / benefits / price point]

Regular shopping pitch

Prompt 1: Create 6 PR pitch hooks for regular shopping features for the brand and information above. Tie 2 to the time of year now, 2 for three months from now and three for 6 months from now

Note: A regular shopping feature is usually in every issue or online, feature name stays the same but content changes [Example feature: The Style List] depending on seasonal demand or editorial trends. It doesn't have to be newsworthy, but it must be relevant to the publication's audience.

Prompt 2: Turn these into subject lines

Prompt 3: Tailor these for

- [Magazine name / feature name]
- [Fashion / lifestyle / gifting / home / design-lead / luxury / sustainable / regional / independent / business] publications
- [month]

- [current trend]

Editorial pitch

Prompt 1: Create PR pitch hooks for editorial features for the brand and information above. Tie to current [Interiour, Fashion, beauty] trends

Note: A editorial features are where a magazine calls in products to borrow then styles and shoots the products.

Prompt 2: Turn this one [INSERT HOOK] into subject lines

News pitch

Prompt 1: Create PR pitch hooks for news features for the brand and information above.

Note: News features are newsworthy usually about product launches or collaborations that are timely.

Prompt 2: Turn this one [INSERT HOOK] into subject lines

Prompt 3: Tailor these for

- [Magazine name / feature name]
- [Fashion / lifestyle / gifting / home / design-lead / luxury / sustainable / regional / independent / business] publications
- [month]

Profile

Story pitch (product / profile)

Prompt 1: Create PR pitch hooks for story features for the brand and information above. Focus on expert topics that the founder could talk about.

Note: Story pitches are an idea for the journalist around a 'how to'. Focus on online press

here. They will include a number of brands in the article. Include a founder quote in pitch

Prompt 2: Turn this [INSERT HOOK] into subject lines

Prompt 3: Tailor these for

- [Magazine name / feature name]
- [Fashion / lifestyle / gifting / home / design-lead / luxury / sustainable / regional / independent / business] publications

Personal profile pitch

Prompt 1: Create personal press hooks for a personal experience or story based on the questions answered above.

Prompt 2: Turn this[INSERT HOOK] into subject lines

Prompt 3: Tailor these for

- [Magazine name / feature name]
- [Fashion / lifestyle / gifting / home / design-lead / luxury / sustainable / regional / independent / business] publications

Brand profile pitch

Prompt 1: Create profile press hooks for brand or founder press about the business or brand story based on the questions answered above.

Prompt 2: Turn this[INSERT HOOK] into subject lines

Prompt 3: Tailor these for

- [Magazine name / feature name]
- [Fashion / lifestyle / gifting / home / design-lead / luxury / sustainable / regional / independent / business] publications

Gift Guides requests

Prompt 1: Create 4 hooks for Christmas gift Guides for [brand] for very specific Christmas gift guide categories like [Insert relevant category] and [Insert relevant category]

Prompt 2: Turn these into subject lines. Include either Christmas or Gift Guides in subject

Prompt 3: Tailor these for

- [Magazine name / feature name]
- [Fashion / lifestyle / gifting / home / design-lead / luxury / sustainable / regional / independent] publications
- [gift guide category]

Your hooks

PR Dispatch

Your hooks

Product

Round-up pitch hooks

[Insert your hooks here]

Regular shopping pitch hooks

[Insert your hooks here]

Editorial pitch hooks

[Insert your hooks here]

News pitch hooks

[Insert your hooks here]

Profile

Story pitch hooks (product / profile)

[Insert your hooks here]

Personal profile pitch hooks

[Insert your hooks here]

Brand profile pitch hooks

[Insert your hooks here]

Gift Guides hooks

[Insert your hooks here]

Your subject lines

PR D/spatch

Your subject lines

Product

Round-up pitch subject lines

[Insert your subject lines here]

Regular shopping pitch subject lines

[Insert your subject lines here]

Editorial pitch subject lines

[Insert your subject lines here]

News pitch subject lines

[Insert your subject lines here]

Profile

Story pitch subject lines (product / profile)
[Insert your subject lines here]

Personal profile pitch subject lines
[Insert your subject lines here]

Brand profile pitch subject lines
[Insert your subject lines here]

Gift Guides subject lines
[Insert your subject lines here]

Your pitches

PR Dispatch

Your pitches

Product

Round-up pitch

[Product round-up template](#)

[Insert your pitch here]

Regular shopping pitch

[Regular product shopping template](#)

[Insert your pitch here]

Editorial pitch

[Product editorial template](#)

[Insert your pitch here]

News pitch

[Product news template](#)

[Insert your pitch here]



Story pitch (product / profile)

[Product & profile story template](#)

[Insert your pitch here]

Personal profile pitch

[Personal profile template](#)

[Insert your pitch here]

Brand profile pitch

[Brand profile template](#)

[Insert your pitch here]

Gift Guide pitch

[Gift guide template](#)

[Insert your pitch here]

Key products & dates



Key products & dates

Looking for calendar & lead times. You'll find it in **PR Strategy: Planning** [here](#)

Key dates in the next 6 months

Date	National day
[Insert date here]	[Insert national date here]
[Insert date here]	[Insert national date here]
[Insert date here]	[Insert national date here]

Key products

Lead time	Product	Link	Notes
Online / dailies	[Insert product name here]		
Online / dailies	[Insert product name here]		
Online / dailies	[Insert product name here]		
Short-lead			
Short-lead			
Long-lead			
Long-lead			
Long-lead			