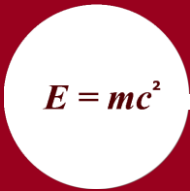


# 5 Tips for Pitching Editors, Influences and Bloggers



## Be Short

Editors, influencers and bloggers are busy! They don't have the time to read a lengthy greeting or a dissertation on your product/service and company. Get to point, quickly. They'll appreciate it.



## Be Smart

Know who you're pitching. Do they write or publish about your product or service? There can be many editors at a magazine. Do a little research on them and see/read what each is publishing. Check to make sure influencers and bloggers haven't moved on to something else.



## Use Links

It's good to include links to further information, such as your company website or product page. However, it's never a good idea to attach documents due to spam/virus filters. Also, don't include more than 3 links.



## Use Pictures

Include a picture or two of the product or service you're pitching. Remember, a picture is worth a thousand words and we're trying to get to the point. Just make sure that the picture(s) are embedded in the email and they're hi-resolution.



## Be Friendly

Use friendly and informal language. Talk to them like you've known them for years and they want to hear what you have to say!