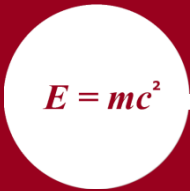


5 Tips for Pitching Editors, Influencers and Bloggers



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!