

HARO PITCH EXAMPLE

Hi **NAME** (be courteous and respectful)

PARAGRAPH 1:

Your name and where you are based (eg. UK)

What you do and who you help (keep it attention grabbing in no more than 12 words)

How are you qualified to answer their query (experience counts so anything that demonstrates your expertise)

PARAGRAPH 2:

Refer to the title of their query (In answer to your query...)

How does your commentary help (create a snappy subject title)

Say what your response includes:

- Bullet points of what you are including in your response
- Make the content easily memorable
- Use intrigue (Eg. A crisis has your brand in its grip. What are you going to do?)
- Don't miss out your best bits

Ask if they are interested in finding out more and the best way to contact you.

Share a link to another interview, article, blog of yours online

Your full name and job title

Your company name

Your website

Your favourite social media channel