The 24 Most Important Elements for Effective EMAIL Pitches:

1. THE SUBJECT LINE IS THE MOST IMPORTANT ELEMENT.
   With so much junk mail out there, your subject line must not only explain
   what is in the email, it has to make the reader WANT TO OPEN IT UP!
   If you can contain your pitch in that email, you are ahead of the game.

2. Be concise and to the point. (Keep your message short and sweet.)
   Long paragraphs DO NOT get read. Bullet Points do.

3. Don't Bury the Lead. What is the single most interesting /
   important line in your letter? That should be very prominent,
   if not in the subject line.

4. PERSONALIZE: You must have the person's name after "Dear" or "Hi."
   Generic pitch emails convey the message "Don't reply to me."

5. Never send an attachment with little or no description. It will get
   deleted. Include pertinent information in the email body. You
   could always refer to an attachment that is included if the recipient
   wants to view a prettier version.

6. Mass mailings to media people that LOOK LIKE mass mailings
   get deleted.

7. Use active, instead of passive, tense.

8. DO NOT WRITE IN ALL CAPITALS. IT LOOKS LIKE YOU'RE
   SCREAMING!

9. do not write in all lower case. it looks lazy.

10. If you can figure out how to use HTML to beautify your
    email, and . . . have it come out that way on the other end,
    do so!

11. Re-Read the email before you send it!

12. Do not misspell the name of the person you are emailing.
    It sets a bad starting point.

13. Do not "reply to all," thereby sending unnecessary emails.

14. Answer all questions, and pre-empt further questions.

15. Unnecessary abbreviations (like B4 for before or CU L8R for
    see you later) will cloud your true message.

16. Do not use email to discuss confidential information.

17. Never answer a previous message with one or two word
    answers. Include the context as part of your answer.

18. Use proper spelling, grammar & punctuation. Run a spell check.

19. "Dear Editor" or "Dear Producer" really means "This is
    just SPECIALIZED Spam."

20. Don't forward virus hoaxes, chain letters or jokes to
    the media. (People really do this!)

21. Answer back in a timely fashion.

22. Spelling grammar, and punctuation are still important. You
    are your message.

23. Including a link to a web page with more information, or a picture
    of what you are talking about will put you on top. Don't
    expect the media person to research your pitch, or chance opening
    an attachment.

24. FONT SIZE. . . . Don't let your email program choose it for you. It
could choose a size of 7.5! Pick one that jumps off the page.
Your choice should be one that commands attention, and begs to be read.

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For quotes:
Contact:
Jess Todtfeld
President, Success In Media, Inc.
-A Results First Training Company-
12 Desbrosses Street
New York, NY 10018
1 (800) 369-3421
email: Jess@SuccessInMedia.com