**Pitch Your Book Template**

Pitch your book, or book topics, to the media. Below is a simple formula with sample pitches that got the attention from media producers and booked segments and appearances. Use these samples and create your own pitch to send to local and naitonal media sources.

Sample Pitch Formula:

Subject Line: Catchy & Engaging

First Line: Something bold they may not have heard before.

Second Line: Who you are and why you are the perfect person for the pitch.

Third Line: What you plan or would like to share with their audience.

Fourth Line: Contact information.

Fifth Line (optional): Any additional video or links that can relate to the pitch.

Below are some pitch examples in which producers, reporters, editors, and other news outlets said, “YES!” to!

Subject Line: Memorial Day Mocktails!

Hey Jill!

According to a recent study, 1/3 of Americans don't drink alcohol. With Memorial Day around the corner, it’s great to think about how you can cater to both drinkers and non-drinkers alike.

As the author of *Drink Less, Live More*, I help women learn how to have great night without getting wasted.

I will be in (city) on (dates), and would love to share my Memorial Day Mocktails for your viewers on (name of show).

I would be happy to send you a copy of my book or answer any additional questions you may have.

Look forward to hearing from you!

Best always,

Caitlin

Hi Natalie!

According to a recent Harris Poll survey, nearly 8 out of 10 women experience food guilt. That means over 3/4 of American women are suffering from unrealistic and unhealthy attitudes towards food.

As the Food Mood Girl and author of *Food Guilt No More*, I am dedicated to helping women (and men) learn how to rid the guilt and enjoy food once and for all.

I will be in Charlotte the week of February 16 and I would love the opportunity to provide your viewers on *Charlotte Today* with some delicious guilt-free snacks or desserts from my new book. These recipes will help your viewers snack with purpose or enjoy desserts without feeling regretful.

I would be happy to send you a copy of *Food Guilt No More* or answer any questions you may have.

Look forward to connecting!

Best always,

Lindsey

**The Natural Sleep Cocktail to Put You to Sleep Fast**

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According to a study of more than 70,000 middle-age American women, those that get less than 5 hours of sleep per night are more likely to have major weight gain of 30 pounds or more.

Health and wellness expert, (NAME), has released her newest book – (*NAME*), which tackles erasing your doubts, boosting your self-esteem, and creating sustainable weight-loss.

(NAME) will be in the area on the week of DATE and would love the opportunity to provide the viewers on *SHOW NAME* with her natural sleep cocktail – an alcohol free drink that will put anyone to sleep in 10 minutes or less! Getting ample sleep is key to

keeping the weight off and having the energy for success.

I would love to send you a complimentary copy of the book and answer any questions you may have!

Best,

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