

[00:00:00] When you go to crafting your pitch, the most important thing you have to remember is that the subject line is everything. The pitch needs to be 180 words or less, if possible, no attachments and link out to only two sites, typically your website and a social media account. And in that the pitch also has to have bolded text and bullet points because people don't like reading big chunks of text.

[00:00:24] You also need to highlight really strategically how you're different.

[00:00:32] Hey, it's Renee. Welcome to the into the wild show, the podcast for women who want to build incredible mental strength to level up their business and lifestyle. I'm Renee Warren, the founder of WeWildWomen, author, speaker. Award winning entrepreneur and your host together. We will make you unapologetic about shining your light, growing your business and turning you into a wildy confident and successful leader.

[00:00:59] This is for you, the visionary, the go getter, the entrepreneur, and for those that need a real kick in the butt to get going and to dream bigger. Each week, I bring in leading. Experts and entrepreneurs to help you take leaps in the right direction. Because I know the best advice comes from someone who has successfully done it before.

[00:01:17] So are you ready to level up? Welcome to into the wild. Hey, you wild women. Today I'm coming at you back on the West Coast in my office. I just record episodes better here. And I'm really excited about this episode because I've been putting this off, kind of moving it to a later and later date because I wanted to get more wins under my belt.

[00:01:42] The episode is all about how I've trained my VA, Morgan, to do my pitching for me. And why this works so well is because I used the exact same process that I use when I go through the PR VIP days with my clients called the Authority Booster Intensive. And so I brought her through the process for myself and why I wanted to do this is I wanted to be the guinea pig because I wanted to teach her how she could do this for other clients.

[00:02:11] And so anyway, I said, Hey, Morgan, let's do this. We're going through this. Anybody can do this. Here's the thing about public relations. If you're really good at communication, if you're really good at setting clear positioning and messaging and understand the cadence of pitching and follow up, it really isn't that hard.

[00:02:30] The hardest part about pitching yourself or having somebody like your VA pitch for you, I will tell you in a minute, but first off, I want to ask you a huge favor. If you have a moment, if you haven't already done so on iTunes or Spotify, if you could go, please leave me a rating and a review. It means the world to me because of people like you, we have been able to get our podcast, this show into the wild, into the top 1 percent of all podcasts.

[00:02:57] in the world. It is something I've been dreaming about forever. This is episode 250 something, and it took that long and that amount of effort to get to this position. Goes to show, you put in the effort, anybody can do it, which also comes back to pitching. And so if you are interested in learning how you can pitch yourself or have your VA or somebody on your team pitch You can either listen to this episode or Or you can go to wewildawomen.

[00:03:25] com forward slash VIP day, where I explain to you all what you can do to book me, to have me for a day and my team for a day, which really ends up being a month. And we create your world class PR strategy. It's the same strategy that got. My client, Callen, 100, 000 worth of revenue, the same strategy that got my friend, Jackie, to blow up her own podcast as she was using the same frameworks to pitch to have specific guests on her show.

[00:03:52] It's the same framework that has helped so many other people get on top podcasts and in the media. They've gotten their favorite wholesalers. They've landed great media coverage and they even used the same process for hiring. So the process can be used in so many ways. So anyways, to the point. How I trained my VA to do my pitching was quite simple.

[00:04:14] I asked Morgan, how did I do this for you? So we had this PR manual. It's very detailed about all the things like positioning and my bio and the pitch angles and the types of media outlets to pitch. I asked her, how did I help you learn how to pitch? What were the five things that you learned? So here are the five things that she learned from me, very quickly too, by the way.

[00:04:35] She learned how to source good opportunities to make sure shows are relevant, active, and taking guests. I gave her the templates and the frameworks for the pitches and the follow ups, and when to send the follow ups, when to pitch. How often to follow up and basically a VIP day for herself. I had her test sending pitches so that I gave her feedback.

[00:04:55] So she would take one of the draft pitches that I had written for her, put in a template and pitched me as though she was pitching somebody else to be on my show. And then I was available for her to help tweak her pitches and

then. just give her some advice as she's going through the process. So she had no clue how to do this before.

[00:05:13] Never a day in her life had she pitched the media or podcast. Right now we're focusing really on podcasts. And she started to get some yeses and some momentum within the first week or two. Naturally, I mean, I would hope so. I would hope that she was getting wins, but essentially how to do it. It's very simple.

[00:05:32] So the hardest part about the process is really, there's, well, there's a couple of things I told you a couple of minutes ago is the one thing is really learning how to craft and personalize the pitches. But the other thing, which is more crucial in the entire process that most people don't even consider being an important part of the entire process is the follow up.

[00:05:51] Now, we'll get to that in a moment, but to begin with, get a pen and paper out if you're not driving or if you're not running or not doing anything that requires you to be standing and not paying too much attention, but if you are sitting down, I want you to draft this out. So the first thing you need to do is really understand who is your ideal customer.

[00:06:09] And I know you've probably heard this a million times before, because it is something that you do in business over and over again, but you really need to understand who it is that will potentially buy from you, because you need to know where those people hang out. So if you're going on a podcast tour, I say start with 18 very specific, very strategic podcasts.

[00:06:28] Research the hosts or the producers. Listen to at least five to 10 of the episodes and get a really good sense of what the show is all about. Because when you go to pitch that host, you're going to have a very specific title or topic that you can talk about that maybe has not already been published on that show, or it happened a long time ago, or it has an interesting spin on something that happened recently.

[00:06:51] Okay, so make that list. And then you want to do is you want to go and open up. So the list, put it in a Google spreadsheet, as simple as that. Do not buy fancy software for this, create that list, and then go in to another Google doc and create your pitch angles. Now I have free resources on my website. If you go to [wewildwomen.com](http://wewildwomen.com)

[00:07:10] and you scroll down to the bottom of the landing page or the first page there, there is a lead magnet called proven email pitch strategies to get

you on podcasts and in the media. Those are not only strategies, but there's actually templates in there too that you can use. When you go to crafting your pitch, the most important thing you have to remember is that the subject line is everything.

[00:07:33] The pitch needs to be 180 words or less if possible, no attachments, and link out to only two sites, typically your website and a social media account. And in that, the pitch also has to have bolded text and bullet points because people don't like reading big chunks of text. You also need to highlight really strategically how you're different.

[00:07:55] Perfect example would be I have a client who's a dog trainer and there's a lot of dog trainers out there and there's a lot of really great dog trainers. How she approaches training is what is the hook for us getting her into the media. And her focus is really on the human dog connection, but really the psychology of that relationship and the human behavior around the dog.

[00:08:19] So little do many of us know potentially in the world of dogs and training dogs is that we are the cues for all of the dog's behaviors. If we're frightened, the dog's frightened. If we're feeding the dog food off the counter, then that's an instant learn behavior. They think they can do that over again.

[00:08:36] If you invite a dog onto a sofa, one time that dog thinks it's invited onto the sofa all the time. And so Liz Foley, she's called your favorite dog trainer, and I'll link her on the show notes. Incredible human, super brilliantly talented. When we were coming up with those pitch angles, it was really honing in on how she's different.

[00:08:56] So how are you different? How is maybe the person you're pitching different? Because that becomes the hook. And I would go and I would just draft out different pitches and make, maybe they'll start out at 400 words and then you trim them down and use ChatGPT is a really great way to like trim things down, include bullet points.

[00:09:14] When you go to pitch a podcast, most hosts really love it when you can suggest the title and what that show can be about because it shows them that you've done the homework and it's a fit for the show. Getting featured in the media can explode your visibility. Listen, I know that getting media coverage is hard because it takes time, but most of us don't actually know where to start the process.

[00:09:43] Did you know that 92 percent of consumers trust earned media? over traditional ads and that 93 percent of all online interactions start with the search engine. And since earned media, which is something that is the result of doing public relations, helps with SEO, then it makes sense for you to do it for your business too.

[00:10:06] The easiest place to start is in drafting a simple media kit. It's a necessary promotional tool that stores important information journalists need when writing about you or your business. It's a starting point for you to get organized and to look professional, especially for when the media comes knocking.

[00:10:26] And I have created something simple for you to download and use right now. With the do it yourself media kit, you learn how to build and use a memorable media kit, and I share a little secret tip on actually how to get the media's attention. In it, you'll learn why you need a kit, regardless of the size of your company, what goes into a media kit, and how to put it together.

[00:10:50] On top of that, we teach you the importance of using things like Keywords, as I mentioned, SEO, how to use it in a pitch because you want to link to your media kit in your pitch. and the process of all the information you need to put in there. All you have to do to download your free do it yourself media kit is go to [wewildwomen.com](http://wewildwomen.com).

[00:11:13] [wewildwomen.com](http://wewildwomen.com) forward slash media kit. That's [wewildwomen.com](http://wewildwomen.com) forward slash media kit. So the reason why I'm saying start with 18 specific shows is because you don't want to overwhelm yourself with the opportunity because there's like a Over 3 million active podcasts right now. So you want to just start out with that, get into the cadence of what it means to write the pitch, to pitch, and then follow up.

[00:11:37] Now these shows, especially if you haven't really been on a podcast before or have no experience pitching yourself, start with the smaller shows, the ones that are maybe newer, they have less episodes. Maybe they don't publish as often. They don't have as many rating and reviews, but are still a good fit.

[00:11:54] The reason why you want to do this is because it'll help you. teach yourself the idea of storytelling. It'll help you get a sense of what it means to show up on podcasts, to use all the different platforms from like Riverside to zoom, you name it. And so when I was teaching Morgan, my VA, I said, Hey, let's start out with this smaller shows, even though I'd already been on a bunch before I said, I want you to feel comfortable pitching.

[00:12:19] So at least if we make a mistake. That it will probably be forgiven. I don't know. So in terms of like how I trained her to do all this was really about we've crafted our own VIP day. I brought her through the frameworks as I do with all of my VIP day clients, and I created an integration plan and implementation strategy for her to actively do it.

[00:12:41] And here's how we do it now. So simple. Every Monday on our standup, she comes to me with the five podcasts she's going to pitch that week, and then I either approve them or not. And if I approve them all, then we kind of jam on some angle ideas or some topic ideas that we can use to pitch the hosts. She takes it and she runs with it.

[00:13:01] When she first started out, she would draft it in a Google Doc and send it to me and say, Hey, you know, here's the pitch that's going out to so and so. Can you review it? And then I would. But she's getting so comfortable with it now that hardly anything ever changes. So I trust that she will go and pitch the right angle with the killer subject line.

[00:13:19] So now coming to the subject line, that is the hardest thing to write in a pitch. This is why kind of like writing an executive summary for a strategy plan or a report is you want to make sure you do this last and we go through four or five different versions of what the title could be before we come up with a decision of which then we ask the producer, Hey, is this a good title for when we were pitching?

[00:13:42] And sometimes, sometimes the subject line can be the title of the show that you're pitching. Other times it's not. And if you want to DM me actually on social media, Renee underscore Warren, I can give you the exact subject line we used for one of the clients that we went through 14 different iterations of the subject line to finally land on one that got so many opens, we were booking her.

[00:14:07] Her name's Amber. We were booking her solid. So DM me the word subject line and I will share with you what that subject line was. It's pretty cool. Now. The bonus to being the person who pitches podcasts and media for myself and clients as well as the person who receives them is that I get a dozen pitches a week to be on my show and I get to see what is great and what's not.

[00:14:31] So anytime I get a pitch that I think is good, we take it and we use maybe elements of it. Maybe it was a cool subject line or maybe it was a cool way of positioning a topic idea. So, so after Morgan tests the pitches with me, now we get to the follow up. So here's the thing about the follow up email is

when you're pitching podcasts, you want to follow up within two weeks and the follow up isn't saying something like, Hey, just boosting this to the top of your inbox to see if you got this or just pinging you.

[00:15:00] Most likely people have read it or if they haven't because they're too busy or it's not important to them. When you follow up, you want to make sure that you're adding more value. So it could be. After you've drafted the initial draft for the pitch, that's maybe four or five hundred words, there are things you have to remove from the pitches to make them more shorter.

[00:15:18] That stuff is what you can use in your follow up email. We've used things like, oh, hey, since I last reached out to you, Lisa, Amber's book has gone live and you can now buy it on Amazon. If you're interested, I can give you an advanced copy or a PDF version of the book to review to see if she'd be a good fit for your show.

[00:15:36] So the follow up email is always about adding something new, something valuable so that they get more excited to have you as a guest on the show. And so Morgan and I went through those drafts, we created the follow up sequence. So now you have follow up one. So the question is, Renee, when do I follow up again?

[00:15:55] Typically within three to four weeks of that last follow up, when it comes to podcast pitching, You can follow up again unless you've seen that they've opened the email. We use a thing called mailtrack. io. So I think the name actually changed, but we can get a sense of when people have opened the email or clicked on a link in the email.

[00:16:14] If they've clicked on a link, we're like, maybe they're interested. So we'll follow up within a few days. So the second follow up. Also needs to be a little bit different than the first follow up and the initial pitch, you can kind of test it out by using the same email thread to follow up with.

[00:16:30] Oftentimes I won't do that, though. What I'll do is I'll cut and paste the last follow up email. I'll put that below my signature and I will come up with a shorter pitch. That's almost like a fresh new pitch, but with reference to the fact that I had already reached out to them. And I think Okay. Two follow ups for podcasting is enough, one to two for media is enough, anything beyond that you don't want to do it.

[00:16:54] Here's the important thing about following up and Morgan knows this because I taught her this. 70 percent of the yeses that we get for me being a

guest on a show is from the follow up email because people are busy, they missed it, they opened it and they forgot about it. They also want to know that you're invested or maybe there's something new and new information that you can add to that initial pitch and that will mean a lot to them.

[00:17:16] So all that to say. Is there's a lot that goes into pitching. However, what we do in our VIP days is we train a lot of VAs to do this. You're a VA, or if you are a VA, you have all the means in the world and all the capacity and resources at your fingertips to be able to do this consistently. Where most people fail is that they give up.

[00:17:37] Way too soon. And I'm talking, if you're going down this path of pitching to be in the media on TV, radio, podcasts, commit to 100 days of it. A perfect cadence would be like 5 to 10 pitches a week. And eventually you get to the point where it's 5 to 10 follow ups, pitching and follow ups a week. And it ends up being not a lot of volume, but that's kind of the minimum you need to start seeing if things are working, to start seeing if the pitch angles are great, if they're getting open.

[00:18:04] And by the way, after two to three weeks of actually maybe two weeks of pitching the same angle and you're not getting any opens or not getting any responses is a good time and good indication that you need to change your subject line and your pitch angle. So just know that we go through 14, 15, 20 different versions of pitches and subject lines before we start seeing stuff that hits all part of the process.

[00:18:29] So that was a quick summary on how I taught my incredible VA, Morgan, how to pitch me to be on podcasts. And this is all available to you and your team as well. Head on over to [wewildwomen.com](http://wewildwomen.com) forward slash VIP day to learn more about how we can create the strategy for you and teach your VA how to pitch you to the media.

[00:18:52] So until next time, ladies, peace out. So there you have it. Thank you for tuning in to another episode of into the wild to make this girl happy and to help reach other women who are dreaming of starting their business. Please leave us a five star review on iTunes and everywhere you listen in. Also, if you want to find me in the wild.

[00:19:15] Check me out on Instagram at Renee underscore Warren. That's R E N E E underscore W A R R E N. And leaving you with one of my favorite tips of all time. The best advice you could ever receive is from someone who has successfully done it before you. Until next time, ladies, peace out.