



How To Pitch Bloggers

1. **Comment First Pitch Later** - Be genuine in these interactions, add value to the conversation happening on the blog and show that you're not just there to 'take' but to 'give'. If a blogger has a genuine connection with you they are much more willing to respond positively to you than if you approach them cold. The longer you interact with them the better. Networking is a great way to accomplish this.
2. **Personalize it** - Nothing is a bigger turn off to most bloggers than an auto generated email (or one that lacks any personal touches). Use their name, mention their blog, show that you're not sending out an email to thousands of people but are talking directly to them.
3. **Get The Details Right** - Another turn off for bloggers is being pitched to by someone who gets the personal details wrong. I've been on the end of many of these - where the person pitching the idea has gone to the trouble of copying and pasting unique details into an email - only to forget to change a detail from the last email on some important part - like my name. OR the email will start out like this, [Insert Blogger Name Here] and even paragraphs at the beginning that say things like "make sure you compliment the blogger on her site, say something nice". Getting the person's name and URL spelling right is a basic. I have received packages meant for other bloggers as well as emails addressed "Hey Felicia"
4. **Show You Know Who They Are** - To touch on that last point, mention something that they've recently written, compliment them on something unique to them, ask them a question that shows you've dug a little deeper than finding their name and email address on a list in preparing your pitch.
5. **Introduce Yourself** - This might sound very basic - but I'm amazed by the 'out of the blue' nature of many pitches. Take the time to get to know who you are pitching. If you have met them before, consider reminding people who you are and how you've interacted with them before if you've had contact with them previously. They may remember - but they may not. Also use clever subject lines if you want me to open

your email. I get hundreds of emails per day - so make yours stand out any way you can.

6. **Images & Press Releases** - If you are doing a mailing - the preferable way to receive press info is a thumb drive. If I get a paper press release from you and then have to ask again for low-res images that's a waste of time and resources because the paper ones are just going to get recycled anyway.
1. **Please Don't Pitch Me a "Partnership" if There Is None** - I can't count how many times I have been pitched an "exclusive partnership" that involved me doing a bunch of work for nothing in return. I will not place a link on my blog for nothing - that's called advertising.
2. **Research Your Question** - Many of the questions that people ask bloggers could be answered by simply taking a moment or two to look around their blog. Look on their about page - see if they have a FAQ page and do a search of their blog to see if they've written on the topic that your question is on. Similarly - if you're pitching a story idea - check to see that they haven't already written about it by scanning their archives.
3. **Don't Stalk** - Obsessively emailing a person multiple times in a short period of time to ask question after question doesn't tend to go over well. If you think you'll have multiple things to ask - hold off on sending an email until you have them all in the one place, then send one email with bullet points.
4. **Be Persistent** - On the flip side of the obsessive stalking is the pitcher who gives up too quickly. Don't be afraid to send a reminder email asking nicely if they got your first one. I don't mind getting these myself as I do find it difficult to respond to everyone on the first try.
5. **Keep On Topic** - If you're pitching story ideas you can do yourself a lot of damage by pitching irrelevant stories to bloggers. If their blog is about makeup, don't send them information on sunglasses.
6. **Vet Bloggers Before Sending Product** - Protect yourself. Check out the blogger before you blindly send product. Many but not all bloggers are in it just for the free product. Do your homework and check their traffic, Twitter, Klout score, Facebook Fan network, and how their readers react/relate to them. Most times, I prefer sample sizes unless it is skincare which I like to test for a longer period of time.
7. **Offer an Exclusive** - Bloggers love to break stories. It helps them build traffic, establish credibility and profile and gives them the perception of

being more connected in their niche. Offering some sort of exclusive angle on a story, access to interview a key person or even given them the exclusive rights to be first with a story is something that might help you get your story featured on a blog. A quick warning though – if you tell someone that they have an exclusive but end up offering it to numerous others you could end up doing more harm than good.

8. **Build Relationships** - Interact with bloggers. I have built some amazing relationships over the years with PR Reps. I support their products and releases because they work well with me. I go out of my way to make appointments to see them and find out what the latest offerings are.