

Media Magic: Grow Rich in Your Niche with Insider Media Secrets

Additional Excerpt Chapter 5 Pages 110 - 113

When Pitching By Phone

Do you know how you sound over the phone? Many people are surprised to hear their “phone voice.”

Is a phone voice “fake?”

Yes, rightfully so. In your daily conversation you probably do not try or wish to sound as animated and excited as a high school cheerleader.

Yet consider that in daily conversation, you are looking at the person you are speaking with. If the person is a friend, he knows you. If you are a stranger, he judges the credibility of what you are saying on how you are dressed.

A media person listening to your phone pitch has only your “voice” to judge you by. Your educational and professional accolades are not a factor, it’s only your voice and the way you use that voice.

How a person expresses a message, which encompasses tone of voice, enthusiasm, pauses, volume, and more, encompasses 97% of how your message is interpreted. The words you use (i.e. your actual content), is only 3%.

So realizing this, how would you modify your pitch? Give yourself a moment to reflect, and record any thoughts into your notebook.

Here are some steps you might implement.

1. As you write your script, make sure your message is short, to the point, and rich with benefits the media person would gain by using your news.
2. In the event you are leaving a voicemail message, train yourself to:
 - Say your name and affiliation clearly.

- Say your phone number slowly, in groups of three numbers.
- Lead with an enticing benefit the media professional will gain by calling you back.
- Mention you are faxing/emailing/mailing (again, their preference) information about the subject.
- In the event of repeated voicemail, leave a new spin on the core message.
- Before phoning your pitch, practice by calling yourself. Leave a phone message and analyze the following:
 1. Was the message short or did you sound long winded?
 2. Did you say your name and affiliation slowly enough for the recipient to gather the information?
 3. Did you come across as someone who had value to offer?

When In Conversation With a Journalist

Unless you know the journalist, it is best to first pitch by email or fax, and then phone to follow up.

If you know the journalist or are encouraged to do so (i.e. you met him at a networking event, or read in the media directories he's agreeable

to being pitched over the phone) its fine to pitch by phone, assuming you know your script well.



After hearing your pitch, if the journalist says it's not right for him, ask why. This will help you target information he does want for the future.

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(continued in book)

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