

# Perfect Pitch Planner

A month-by-month workbook  
guiding you on timely media  
pitches for 2023

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Lifestyle Producers & Media Consultants



# Hello and Welcome!

If your goal is to get media appearances in 2023, this book will help you make sure your pitches are going out at the right time.

The perfect pitch is one where your idea lines up with what shows and publications are programming in the near future. Knowing when to pitch ideas is as important as knowing what to pitch.

This guide keeps you on the right track in how to follow the editorial calendar - a key tool in programming features and lifestyle. Plus you'll have space to track important trends and news events.

We know this process works because we've been on both sides of the pitch process. We've worked as senior producers at Canada's top lifestyle shows. As media consultants, we're consistently booking our clients on TV.

And now we're sharing this process with you.

For more information on our work visit [mcewenmedia.ca](http://mcewenmedia.ca)

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# THE ANATOMY OF A PERFECT PITCH



## Getting read and received

How persuasive can you be in three-sentences?

How about one?

That's how short your pitch should be in order to capture the attention of a producer.

The producer's main priority is filling every minute of show-time with quality content.

The easiest way to connect with an audience is to solve a problem they're having. This is the main focus of your pitch. What problem do you think their audience is dealing with? And how can you solve it? Producers are always looking for ideas and they're getting them everywhere. They get pitches from other producers on staff, regular experts, on-air talent, reporters, crew, makeup artists, etc. They're also getting pitches from PR firms, marketing agencies and individuals like you trying to stand out.

The best way to grab their attention is to make it easy. And you make it easy by being short.

## THE ONE SENTENCE HEADLINE

Your one sentence is your headline, which is the subject line of your email. A good headline quickly introduces the main idea of your pitch and also alludes to when it could be programmed:

“BUDGET-FRIENDLY HOLIDAY DECOR IDEAS”

The problem: holidays are expensive and people might be looking to save money on things like decor.

The timing: leading up to the holidays

If the producer is looking for this content and is programming for the holidays, they have enough to be interested in. You don't need to overwhelm them with unique angles and outside-the-box thinking. Save that for the segment. You just need enough detail to peak their attention and get them thinking about how they could use this idea.

## THE THREE SENTENCE PITCH

The pitch itself should be no longer than three sentences. Each sentence serves its own purpose:

SENTENCE #1: Introduce a problem. The problem should be interesting, timely, and something that affects a lot of people. Don't try to reinvent the wheel here. Producers are trying to appeal to their audience and sometimes they're dealing with common problems.

SENTENCE #2: The solution. Your solution should be a one-sentence summary of your general focus. This is where your solution can be unique and outside-the-box. Producers are always looking for the “new” and the unexpected. Innovative ways to solve a common problem. Bonus points if it's visual, like showcasing the latest products or demonstrating fitness moves.

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SENTENCE #3: Why you? Include a bit about your connection to the solution. Are you a product expert or magazine editor whose primary focus is knowing the latest products? Is there something in your personal story that makes you uniquely suited to deliver this material? Producers are fielding all kinds of pitches, which means they may have received three or four similar pitches on the same topic. Show them how you stand out and why you're the one who needs to be booked on this topic.

Here's what this can look like:

## PITCH TEMPLATE

Dear [producer name]

I'm [insert name], an expert in [state expertise] from [your location]. I would love to do a segment on [state the problem you can solve for their audience] [Back it up with a recent statistic or time-sensitive event.

Expand on your hook and when they might program this].

I have [back up your expertise with years of experience and professional context. If possible, link to your website]. I can help your viewers:

- Include two or three bullet points that hint at the topics you would cover.
- This helps the producer start to picture what kind of information you can share

I can be available remotely via Skype of whichever platform you prefer, or I could be available in-studio should you prefer.

Here is a link to some past media appearances [if you don't have prior TV appearances, include social media videos - YouTube, Reels, TikTok. Even recording a short video on your phone helps showcase your personality and how you present yourself to the world. Anything to show how you appear on screen].

Sincerely,

[You]

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And those are the basics! The hardest part is getting ahead of the programming cycle. You won't get results by sending out Halloween pitches only to learn shows are fully booked on that content and they're looking at Christmas. Trust me, it's never too early to pitch Christmas ideas. In these pages we'll look at what ideas you should be pitching when.

The book is designed to work in the month you're currently in. So if you're reading this in September, head to that month where you can work on October themes. Give yourself a short window to go from ideas to pitch. Start on the first of the month and aim to have those ideas out within three to five days to keep ahead of the programming cycle.

## Quick Pitch Tips

- ✓ Don't include social media trends in your pitch. Trends can have a short-shelf life and may make your idea feel dated. Do keep an eye out for industry trends. Something the producer may not have seen, but you see in your daily life.
  - ✓ No relationship, no problem! Producers get pitches from strangers all the time. Send your idea to everyone you know connected to the show. If you don't know they're the right person, say so and ask that they send the idea on to the decision-maker. A good idea will get to the right hands.
  - ✓ Language is important. Read your material out loud. Do the ideas flow into each other easily? Does the tone have an approachable, conversational flow?
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# PERFECT PITCH PLANNER

# FEBRUARY

Producers are looking for MARCH ideas.

## THEMES

- March Break Travel: deals, packing
- March Break Activities: kids, behaviour, fun ideas
- Spring: cleaning/organizing, transition of seasons, gardening



## KEY DATES

- Purim (March 7)
- St Patrick's Day (March 17)
- Nowruz (March 20)
- Ramadan begins (March 20)
- Spring Equinox (March 20)

## PERFECT PITCH PLANNER

# WORK OUT YOUR IDEAS

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2. Is there anything different about this year?

3. What current events might impact how people experience this?



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What unique way have I solved a similar problem in the past?

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What's my solution?

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Why am I the best person to present?

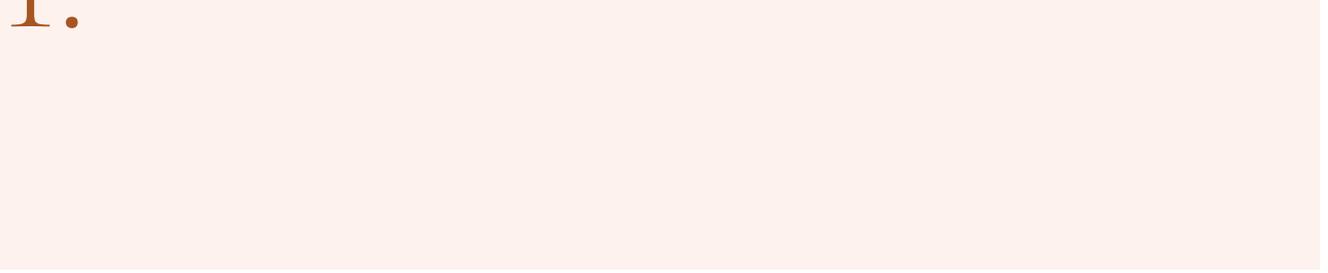
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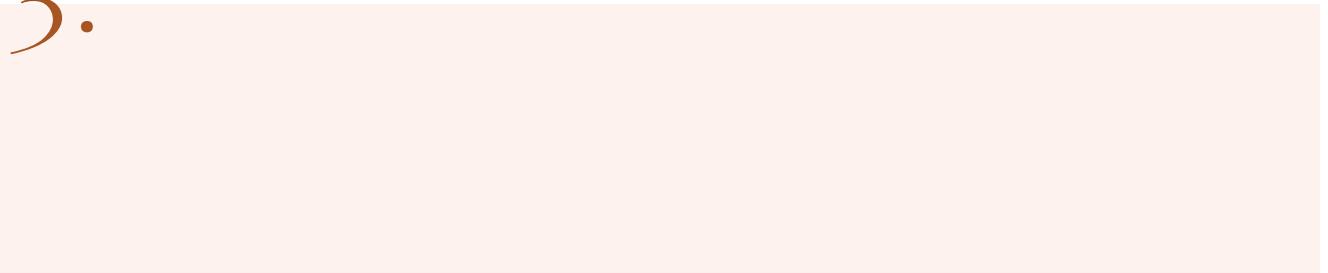
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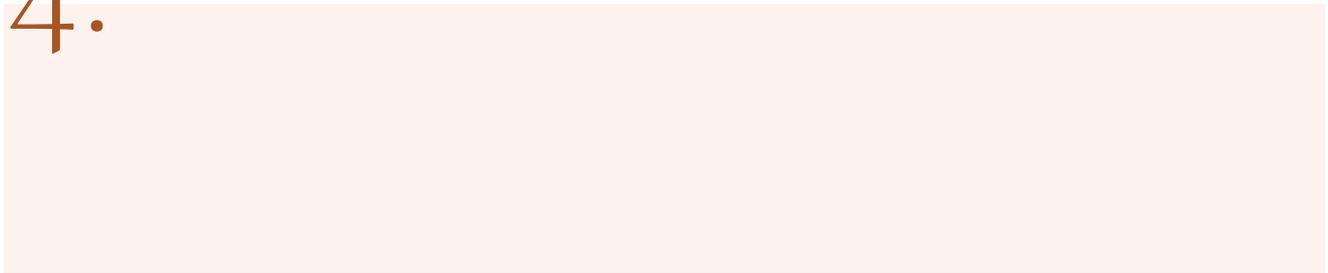
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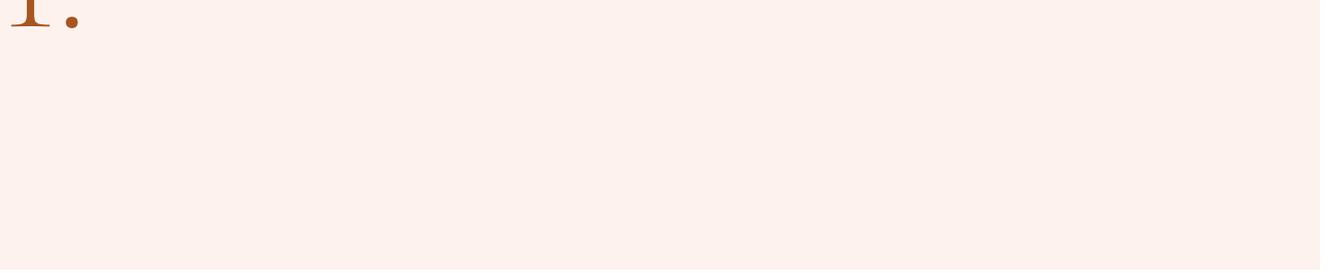


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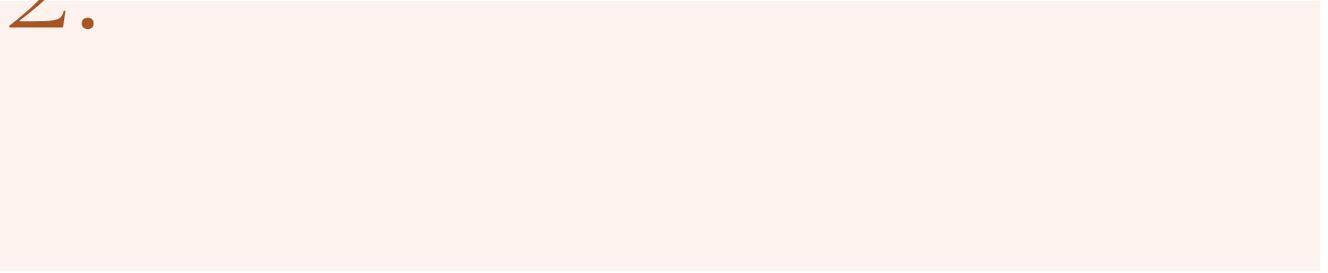




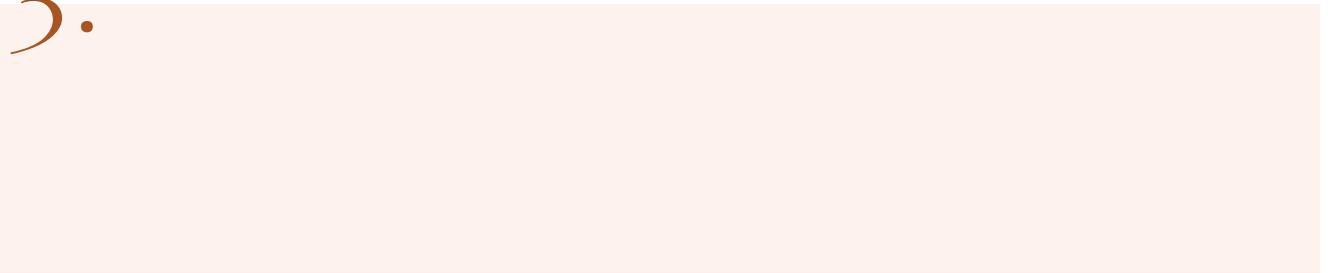
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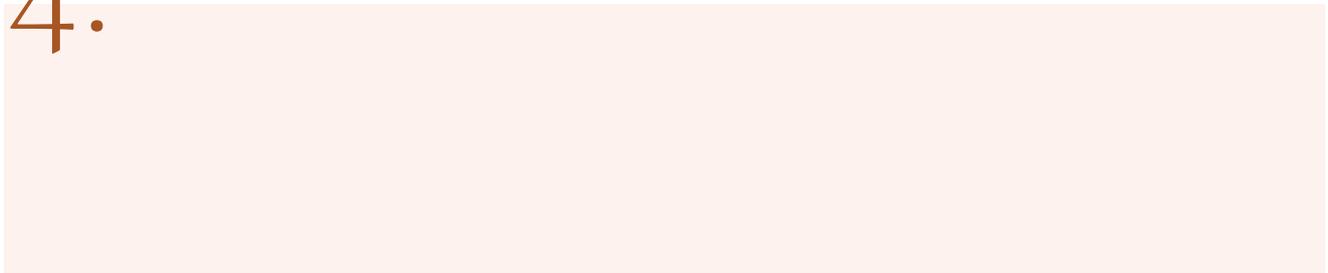
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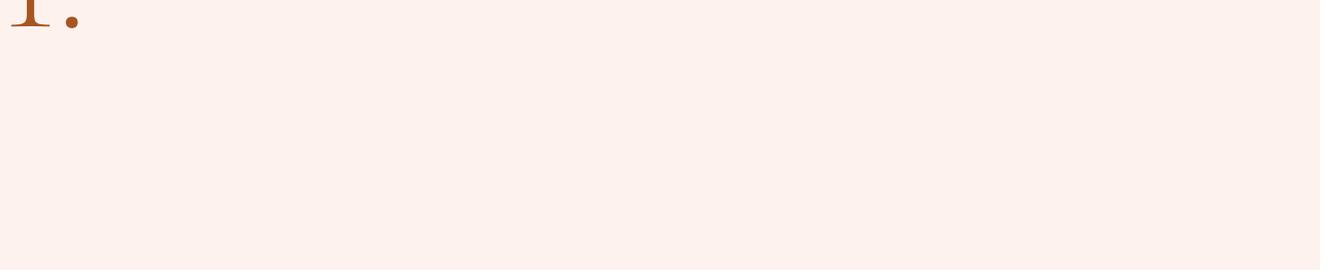
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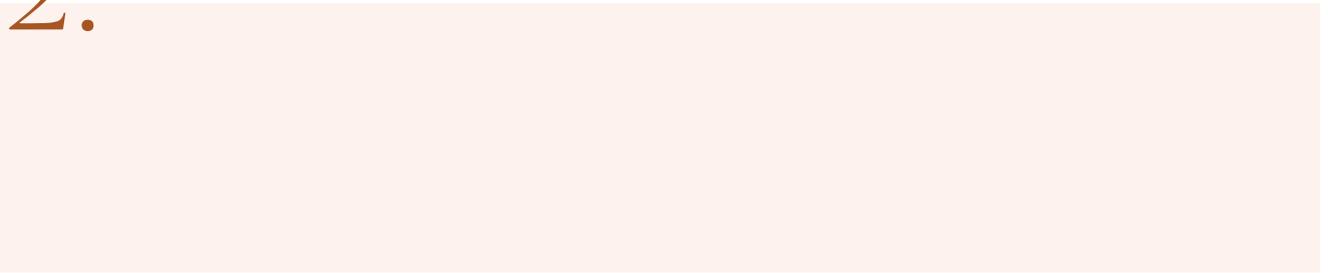
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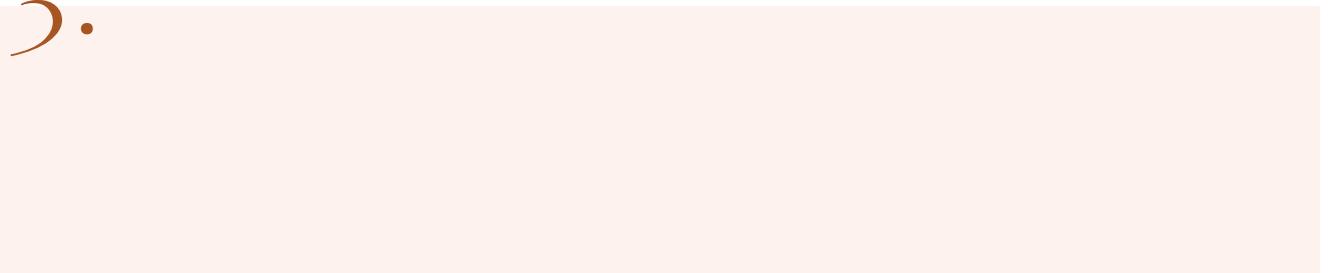
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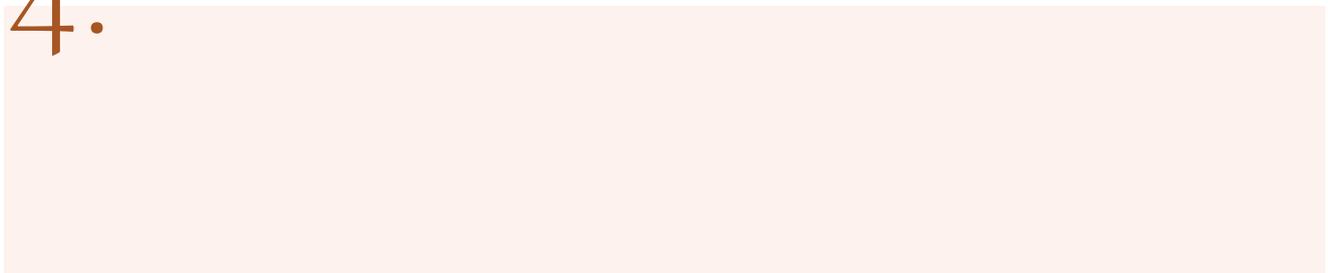
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*Pitch #4:*

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# PERFECT PITCH PLANNER

# MARCH

Producers are looking for APRIL ideas.

## THEMES

- Spring: lightening up (food, decor, wardrobe)
- Rainy day: activities, wardrobe, etc
- Renewal: gardening, lawn care, patio planning



## KEY DATES

- Passover (April 6-13)
- Easter (April 9)
- Eid Al Fitr (tentative April 22)
- Tax Day - U.S. (April 18)
- Tax deadline - Canada (April 30)

## PERFECT PITCH PLANNER

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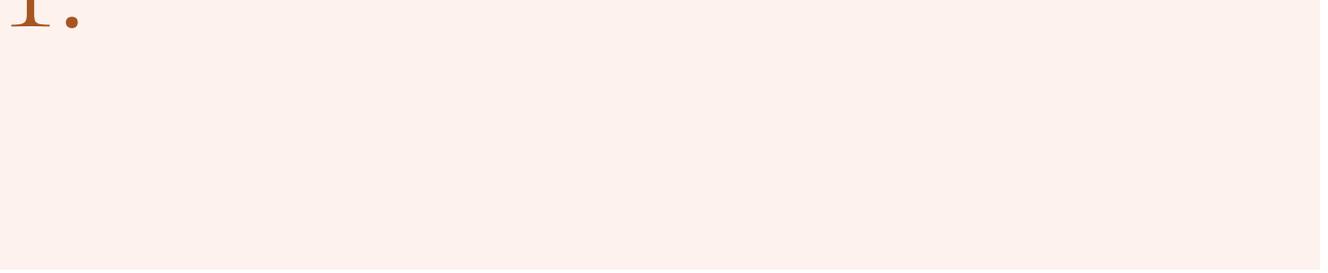
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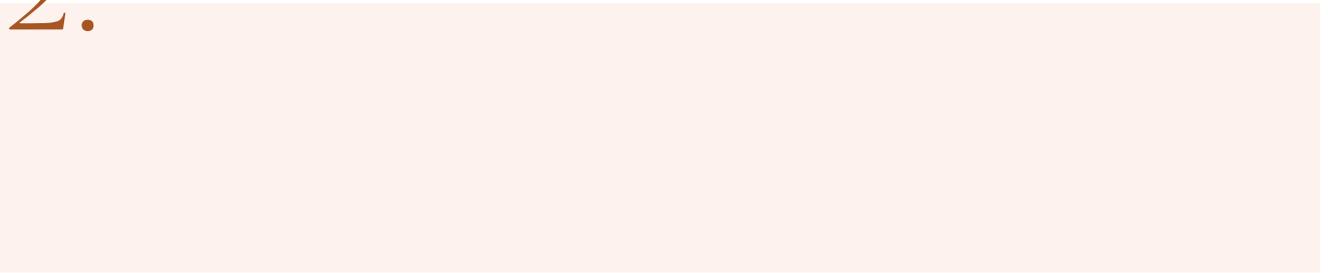
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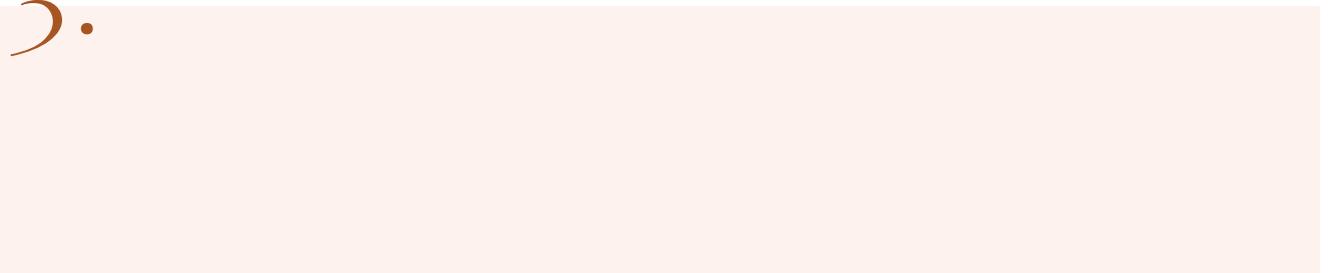
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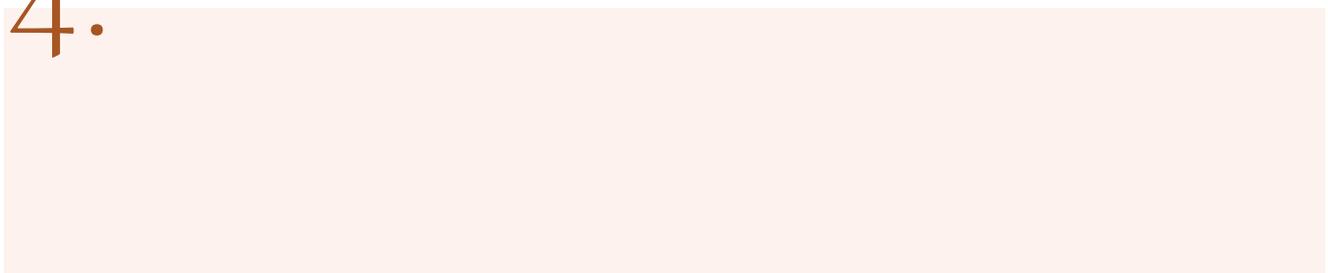
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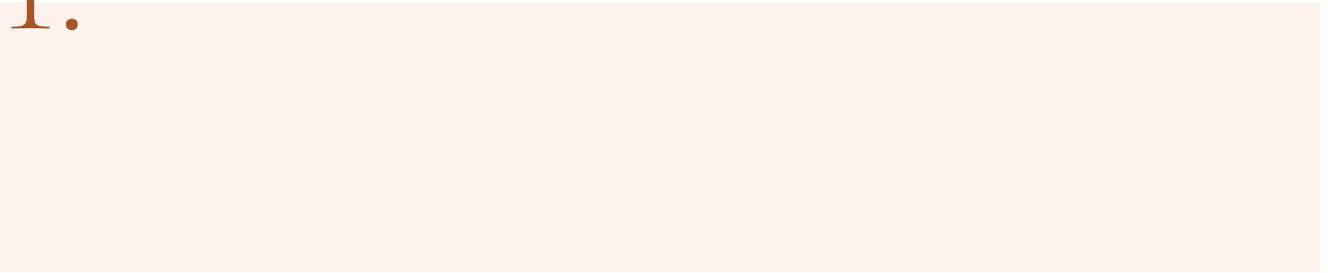
Why am I the best person to present?

*Pitch #2:*

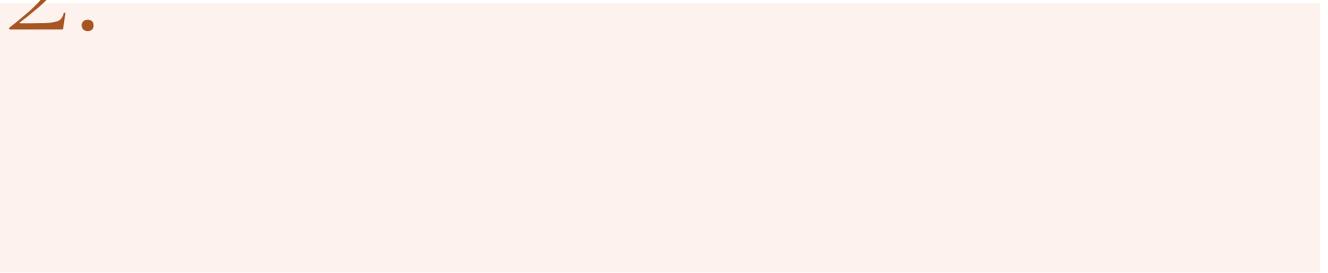
Don't forget to go green - evergreen that is! Shows are always looking for "evergreen" content. These are great ideas not tied to a holiday, key date or trend. They can be programmed whenever and are strong enough to stand on their own. You never know when a producer has a random slot to fill and they need an evergreen idea.

It might be yours!

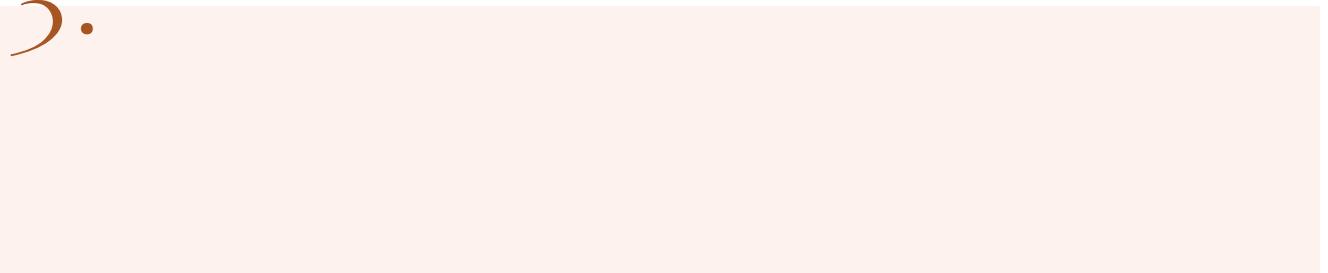
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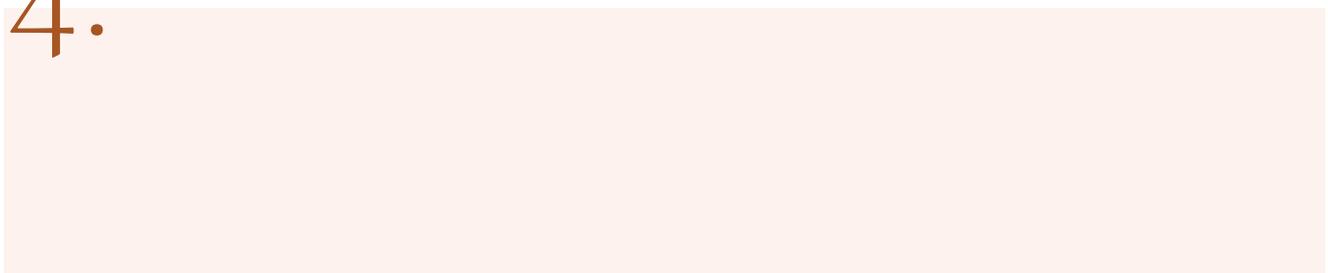
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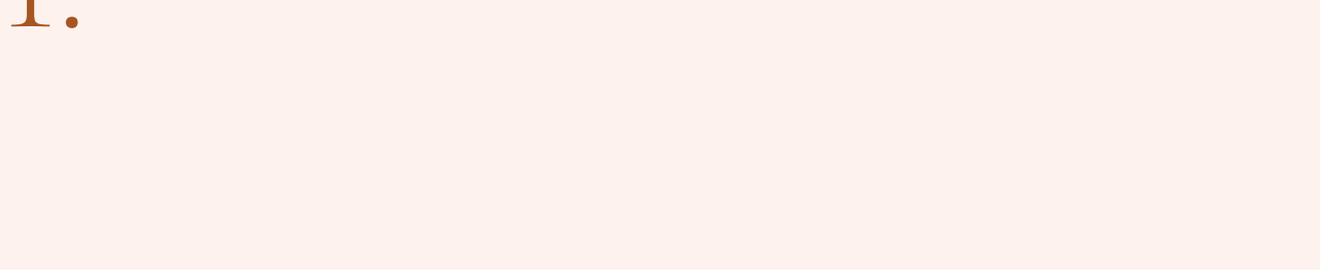
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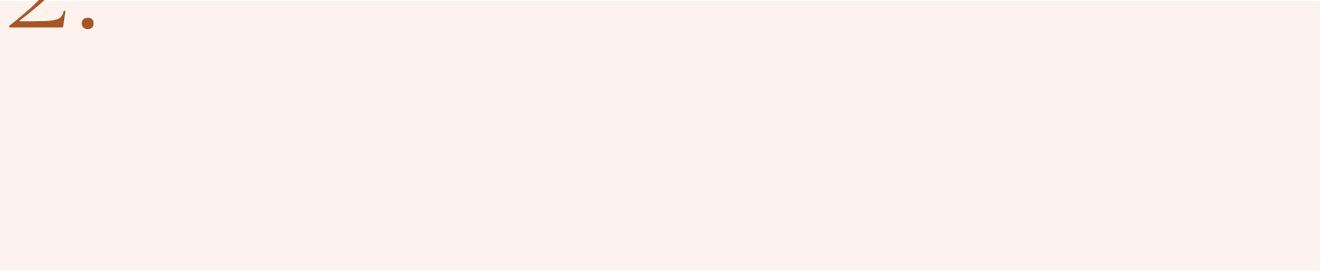
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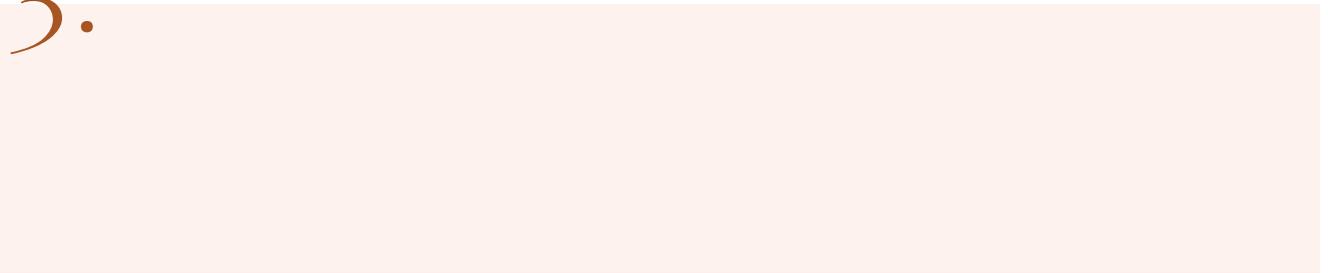
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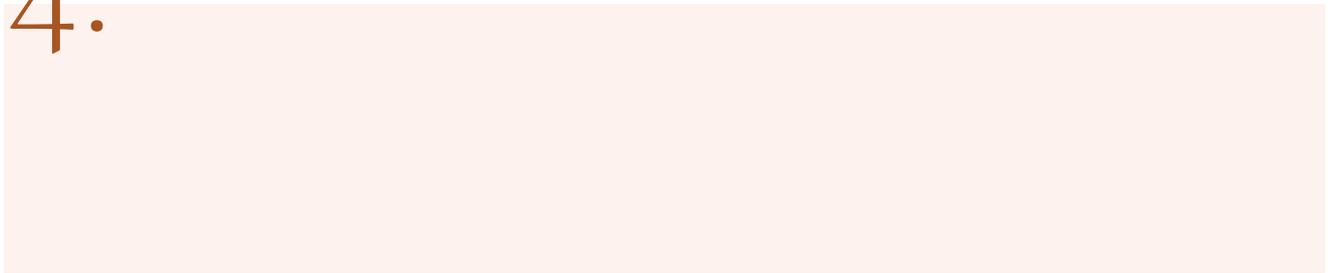
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What's the problem?

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*Pitch #4:*

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## PERFECT PITCH PLANNER

# APRIL

Producers are looking for MAY ideas.

### THEMES

- Mothers, motherhood and babies
- Getting ready for summer
- Gardening: lawn care
- Travel



### KEY DATES

- Cinco de Mayo (May 5)
- Mother's Day (May 13)
- May long weekend - Canada (May 22)
- Memorial Day - U.S. (May 29)

## PERFECT PITCH PLANNER

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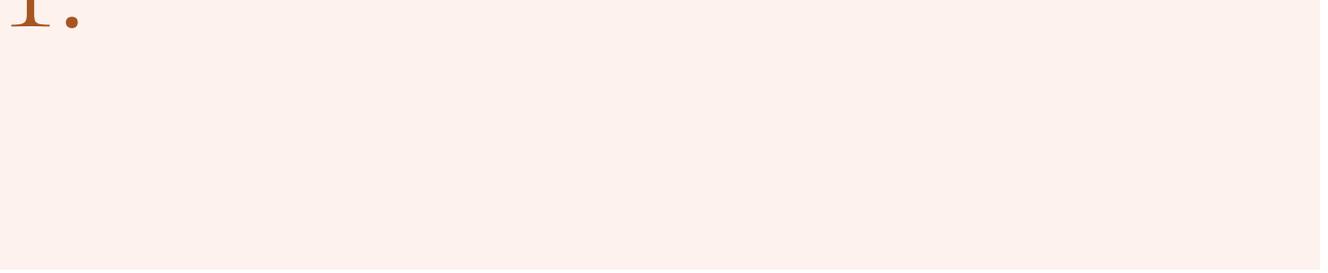
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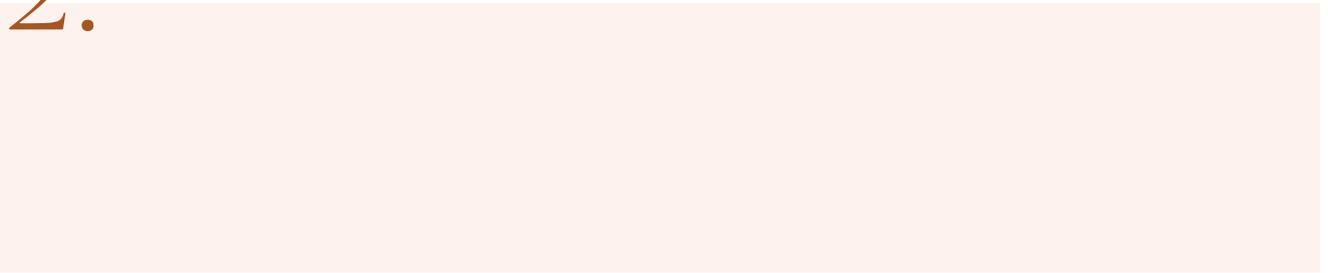
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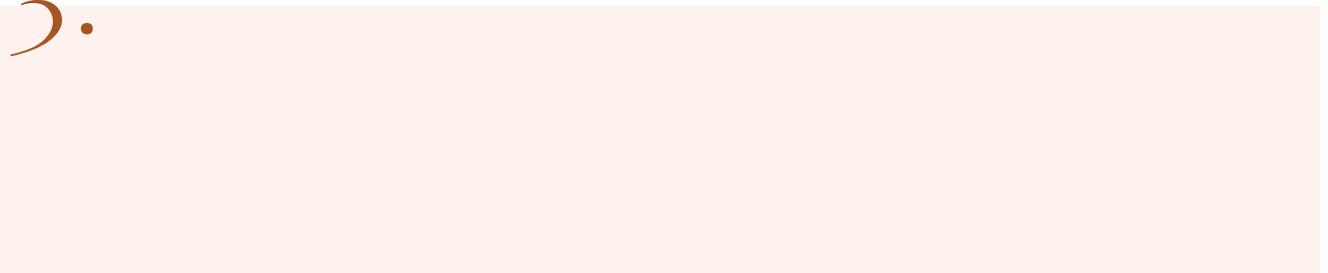
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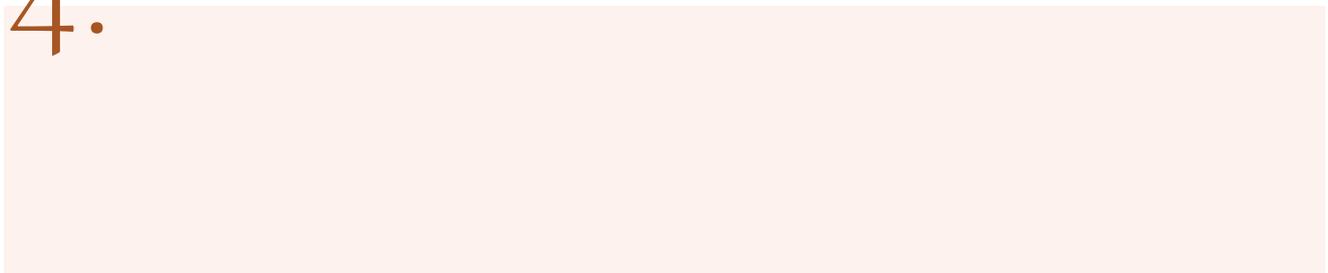
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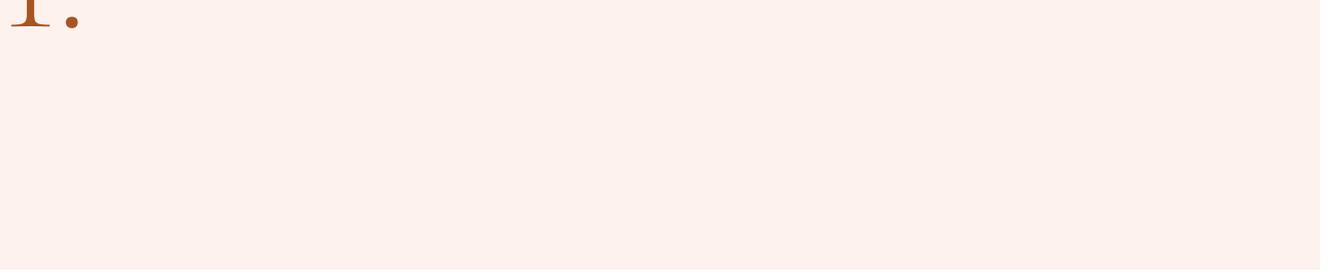


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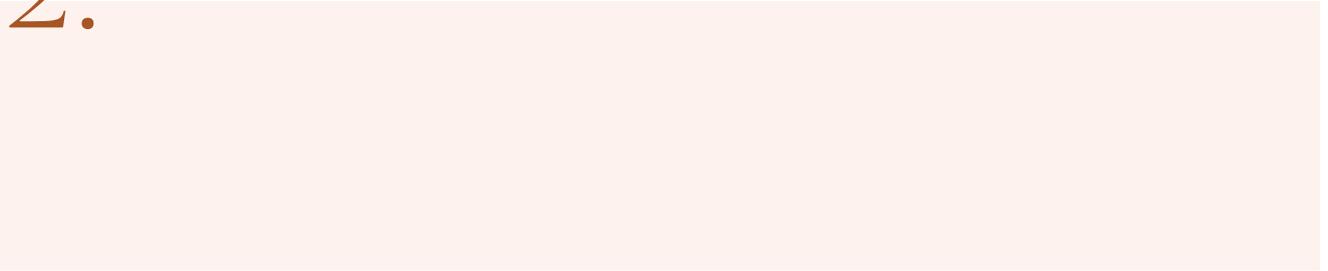




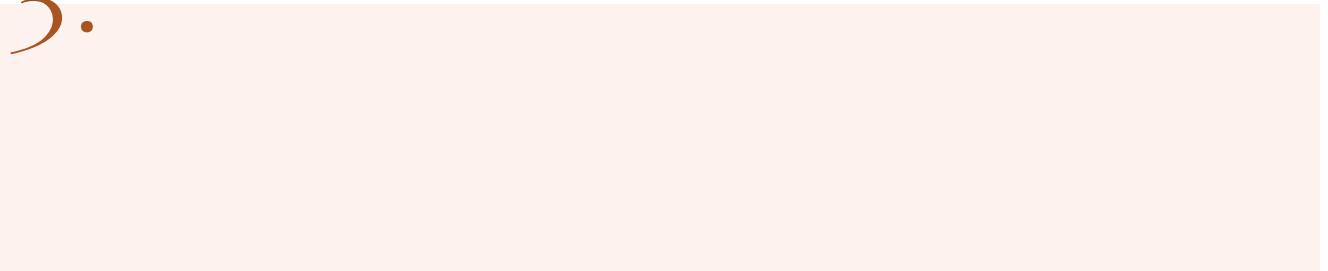
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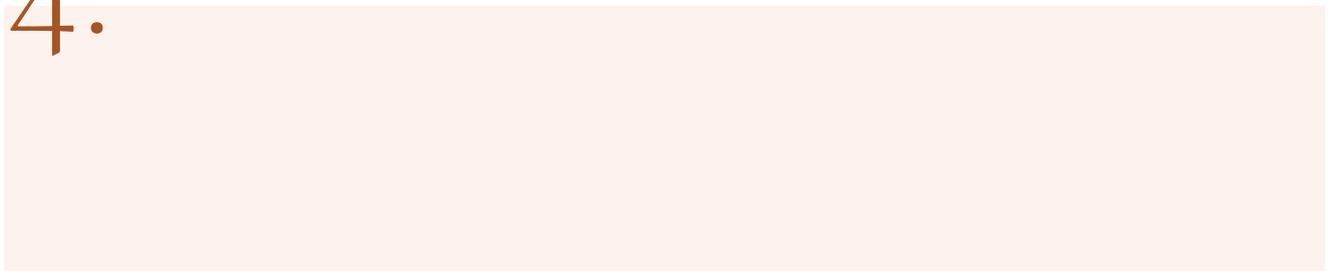
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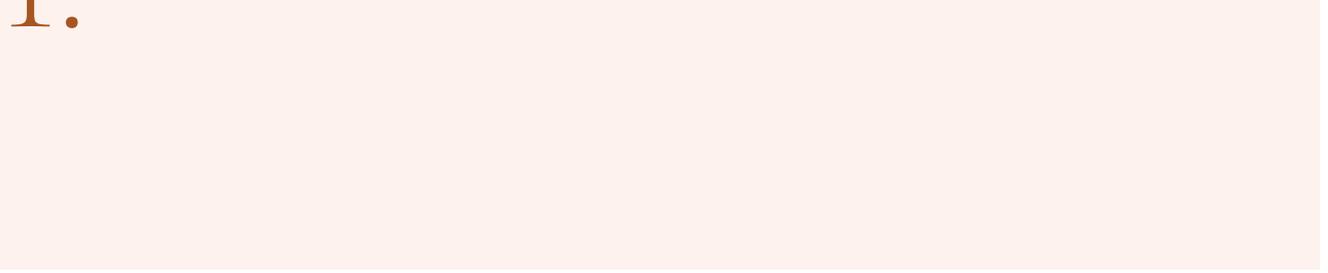
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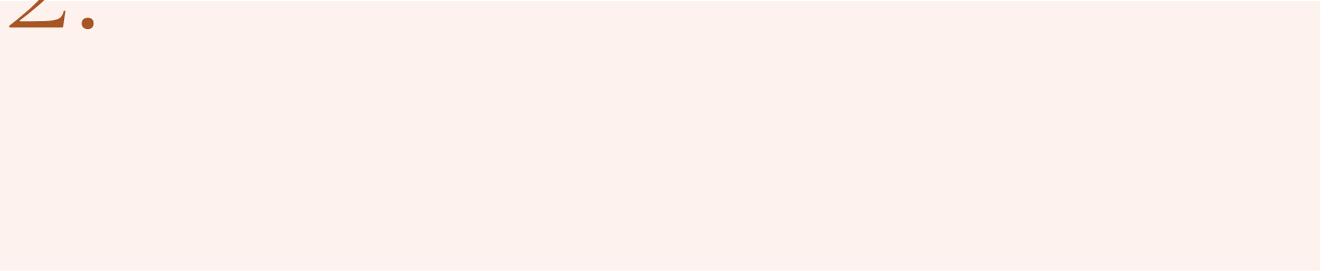
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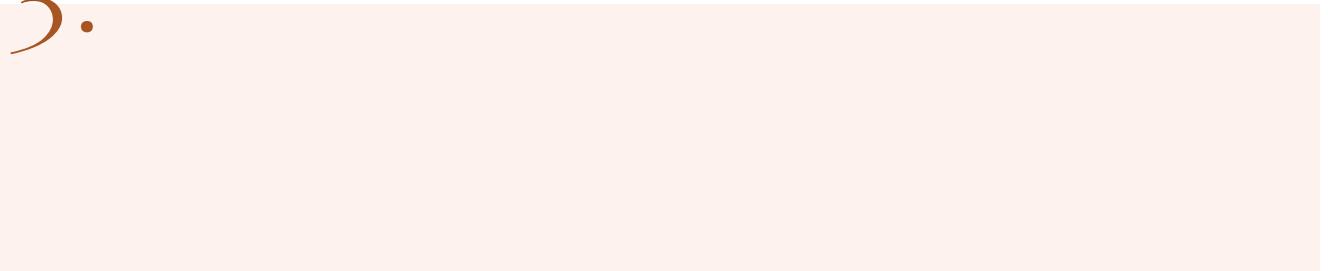
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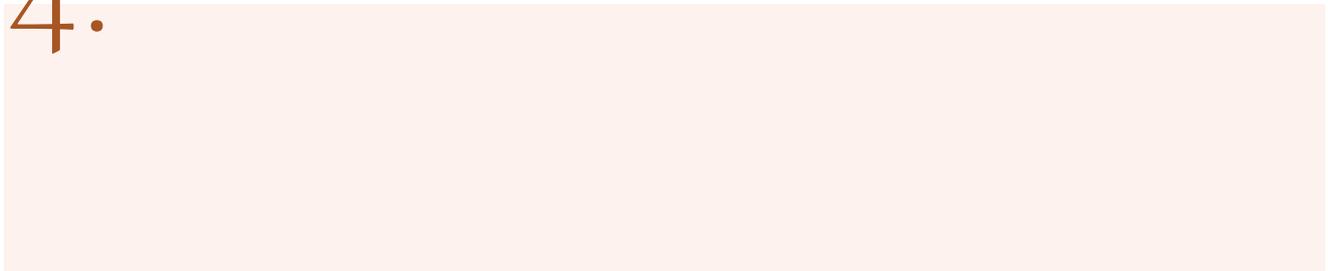
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*Pitch #4:*

## Give Your Pitch a Strong Hook With Statistics and Research

1. Make sure it's timely, related to your claim and is in close proximity to where you're pitching. If you're pitching to Canadian media, use Canadian statistics. If you're pitching to the U.S., use their data.
2. A well-placed statistic can give production a launch point for the scripted intro. An impressive stat legitimizes why the show is exploring this issue. Statistics are especially important when pitching in the lifestyle space because this content sometimes lacks a news hook.
3. Make sure your statistic comes from a reputable source: Census data, official pollsters. Hyperlink to the source material. Same if you found the statistic in a news article.

If a producer can visualize the segment within the pitch, they're that much closer to saying yes. So back up your claims and give them every reason to accept your pitch.



## PERFECT PITCH PLANNER

# BONUS PAGES

By now the ideas should be flowing to you with ease.  
Use these pages to workshop ideas any time of the year.

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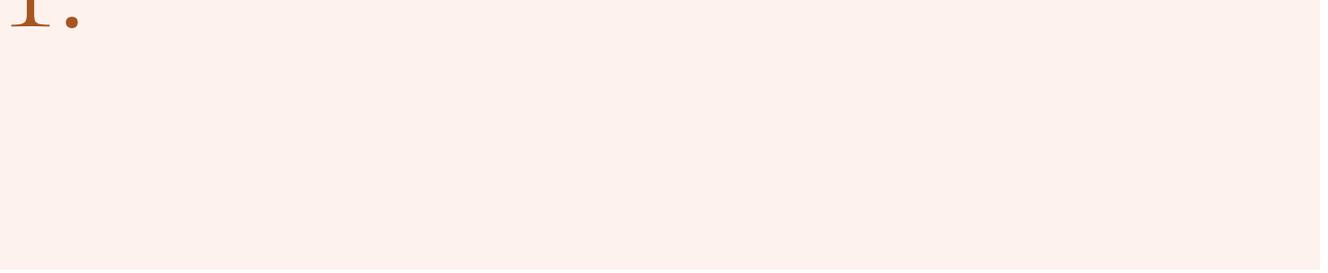
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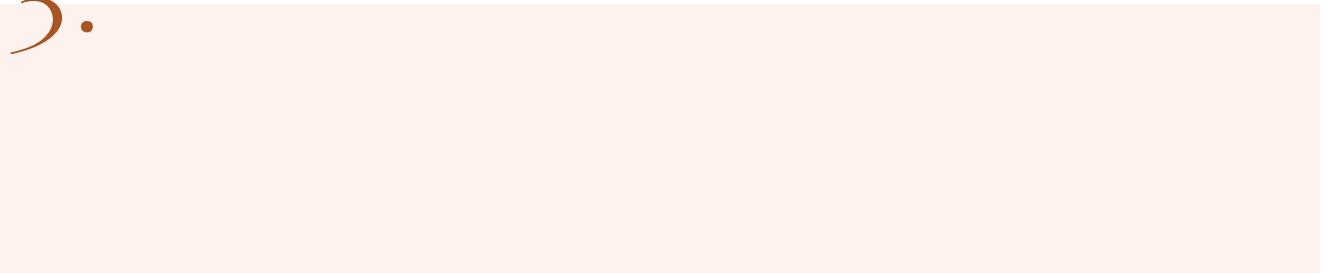
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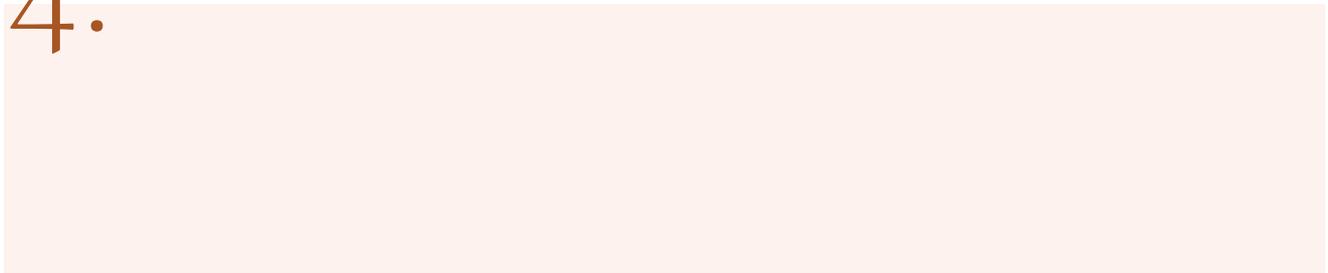
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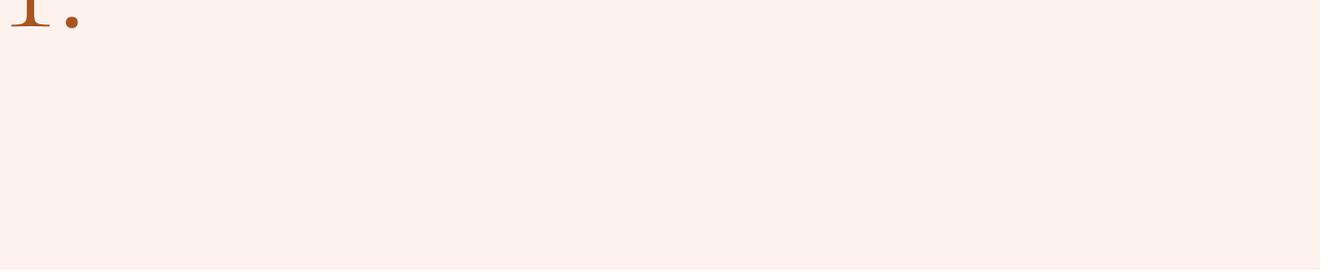
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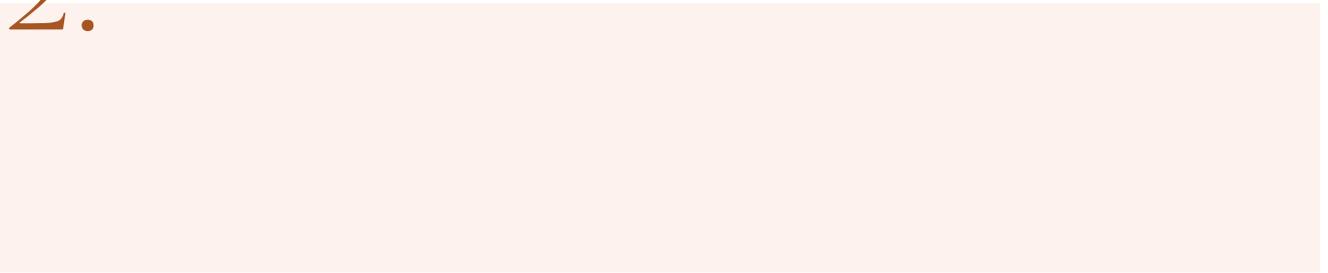
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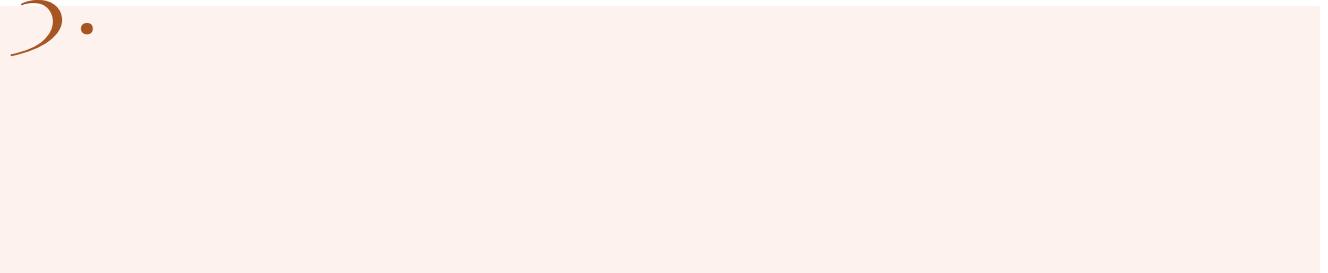
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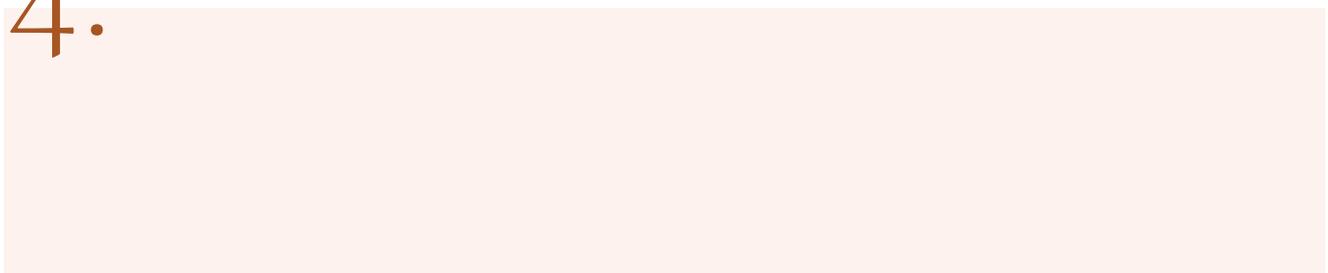
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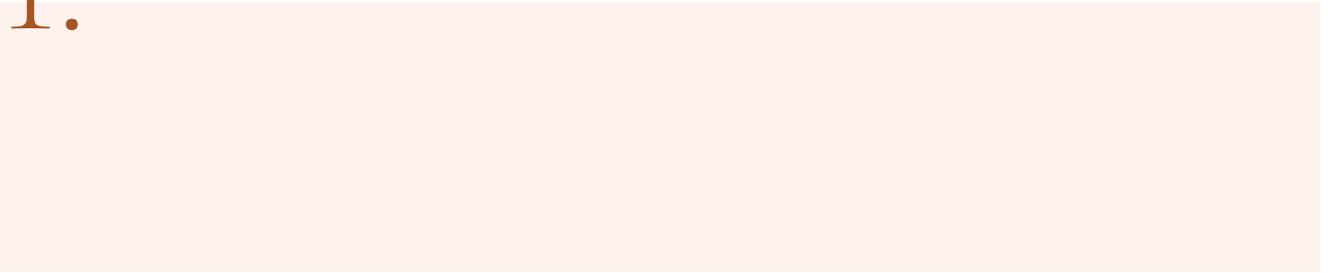
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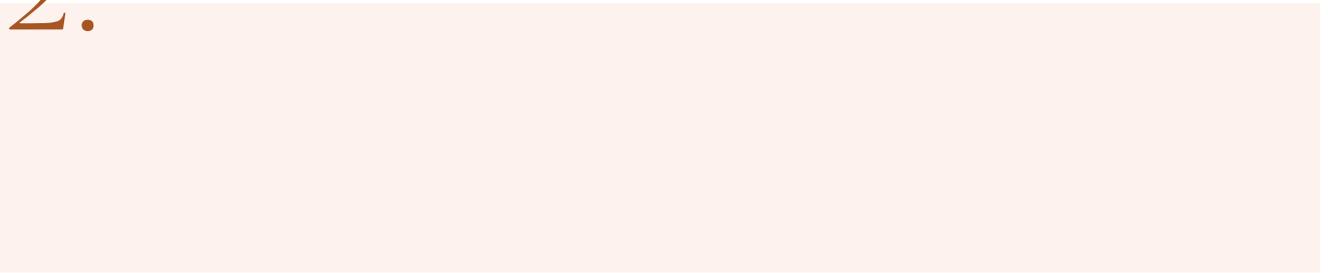
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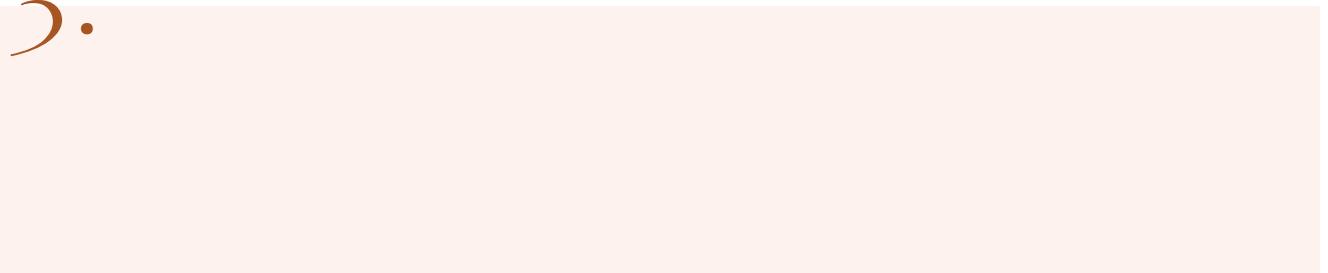
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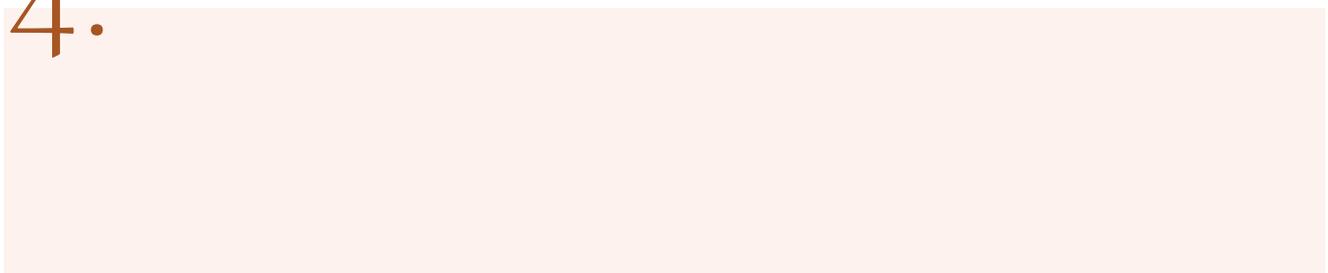
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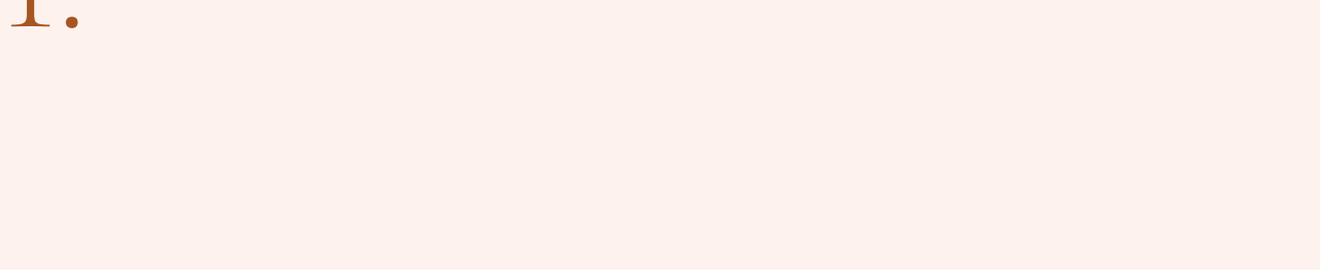
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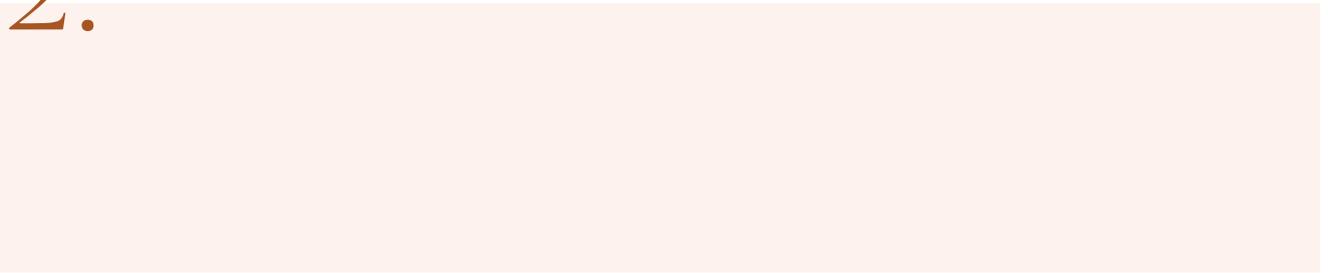
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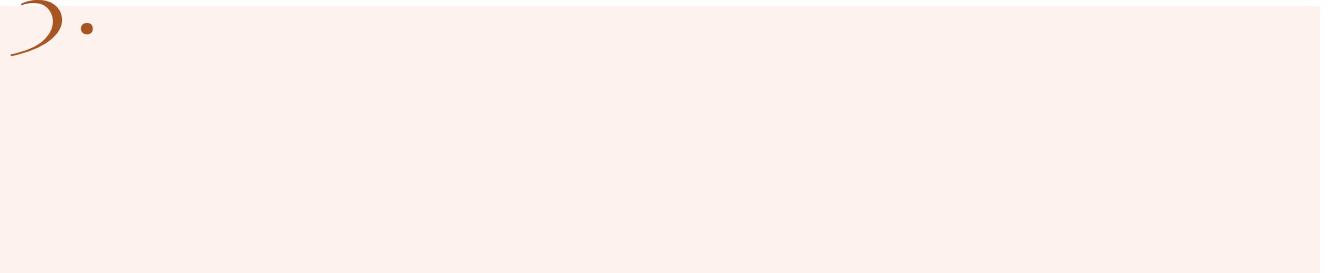
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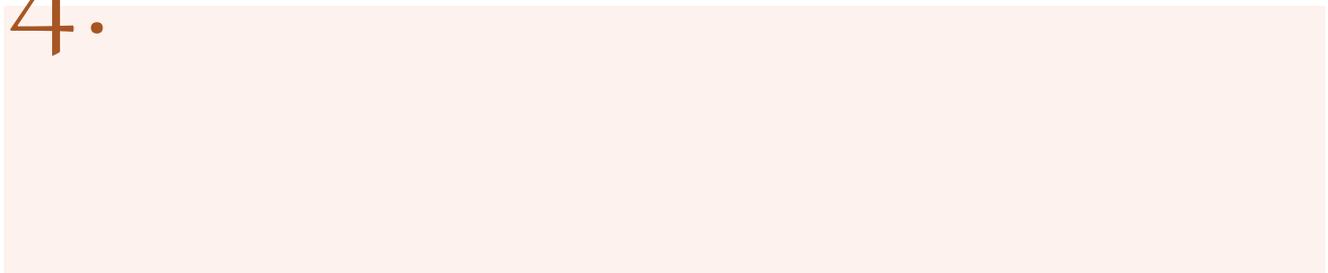
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3. What current events might impact how people experience this?



4. What unique way have I solved a similar problem in the past?



What's the problem?

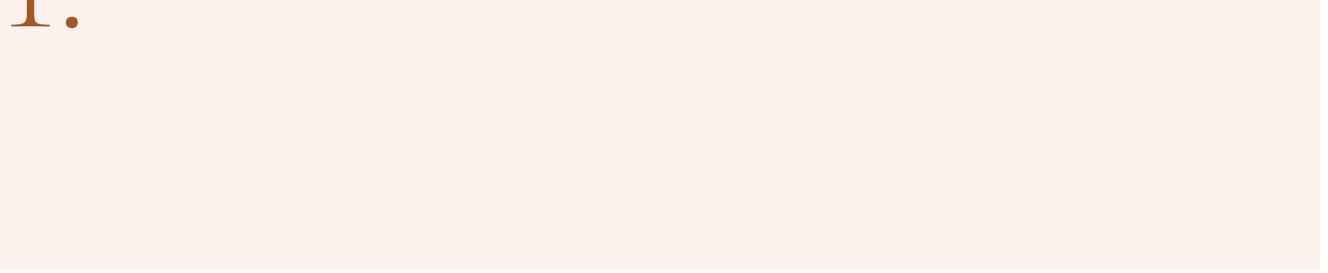
What's my solution?

Why am I the best person to present?

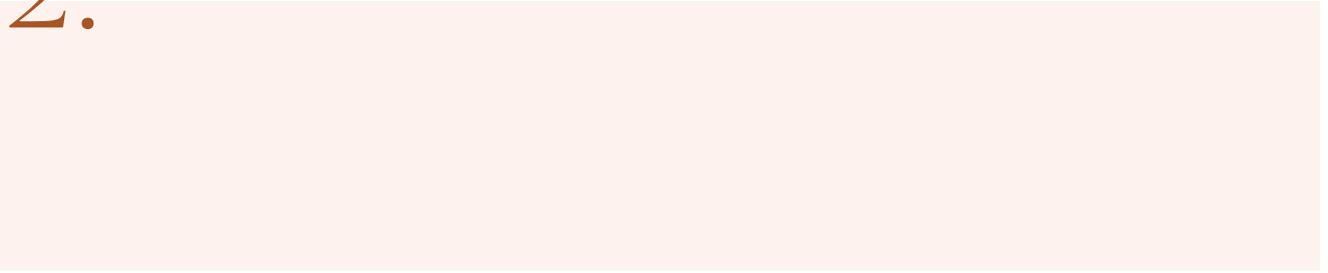
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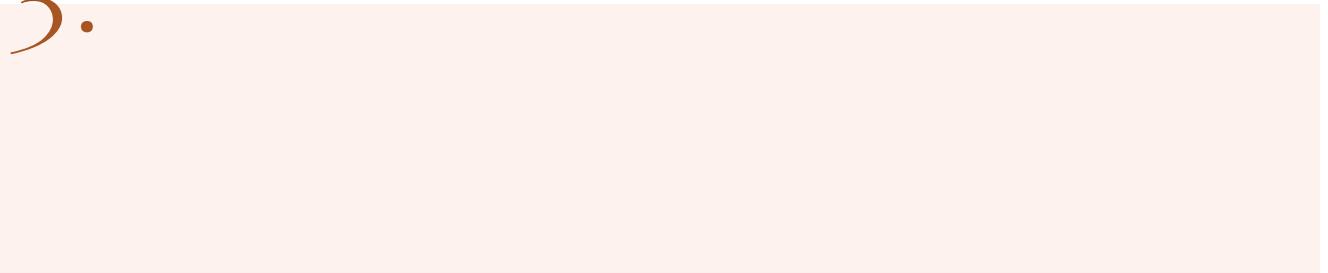
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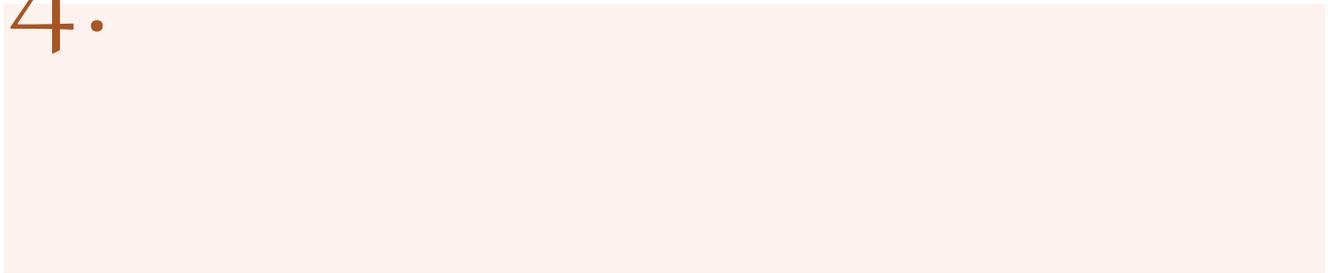
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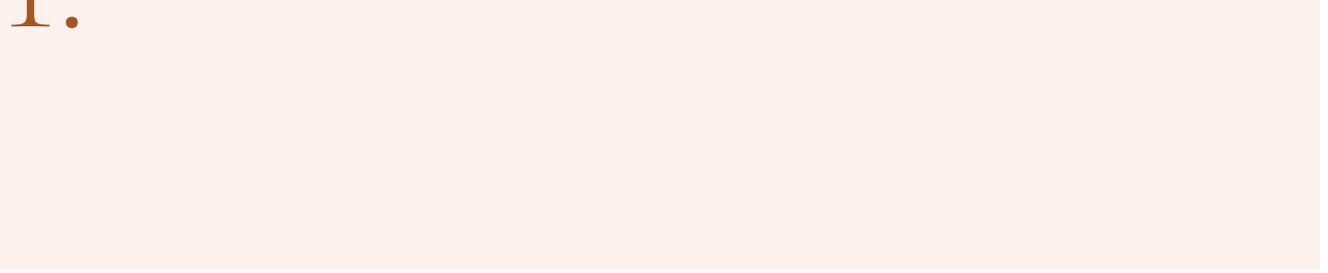
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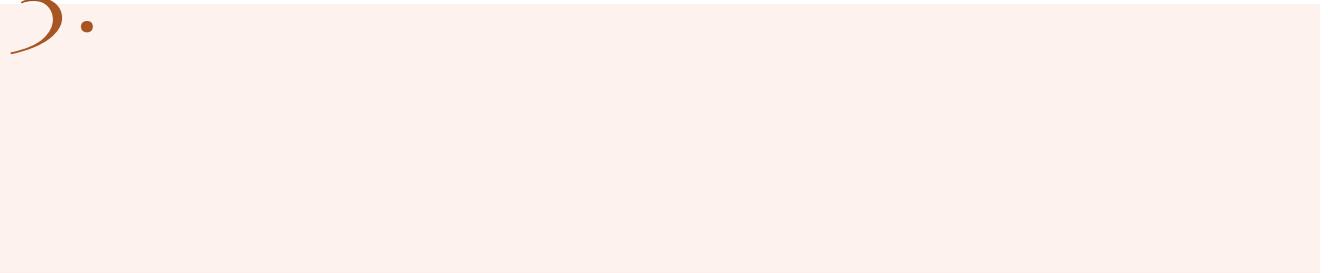
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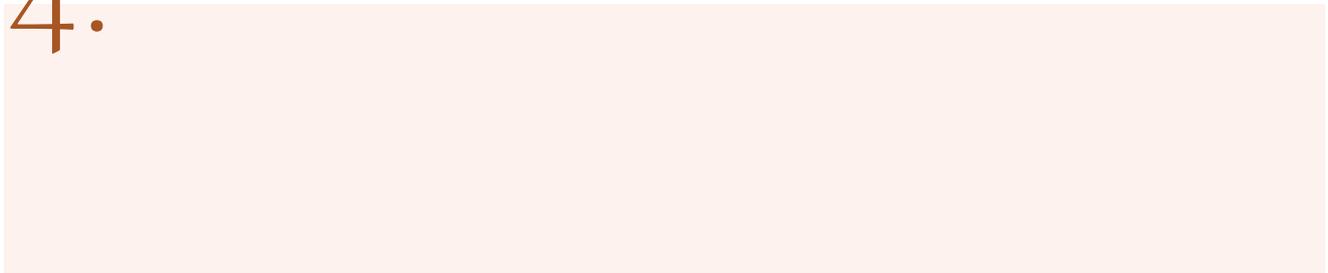
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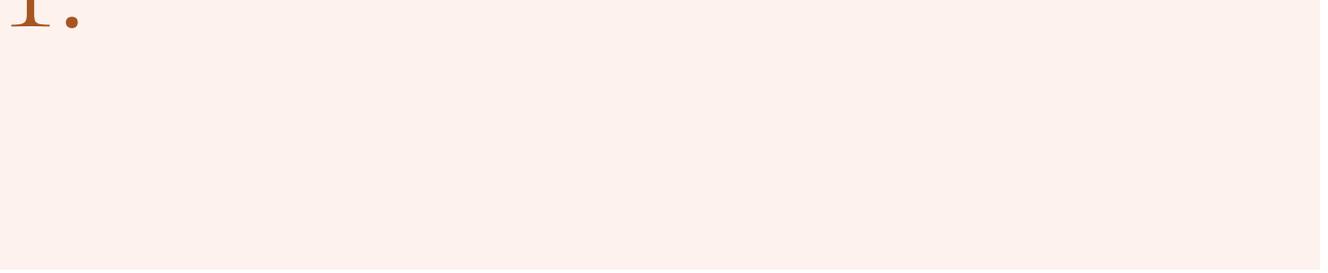
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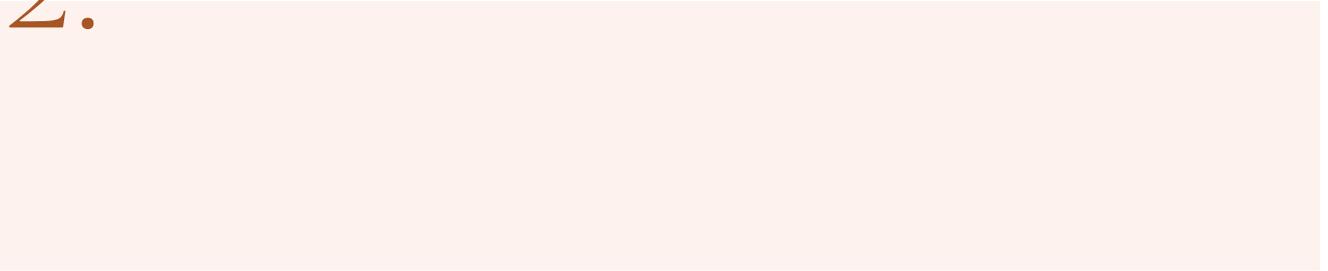
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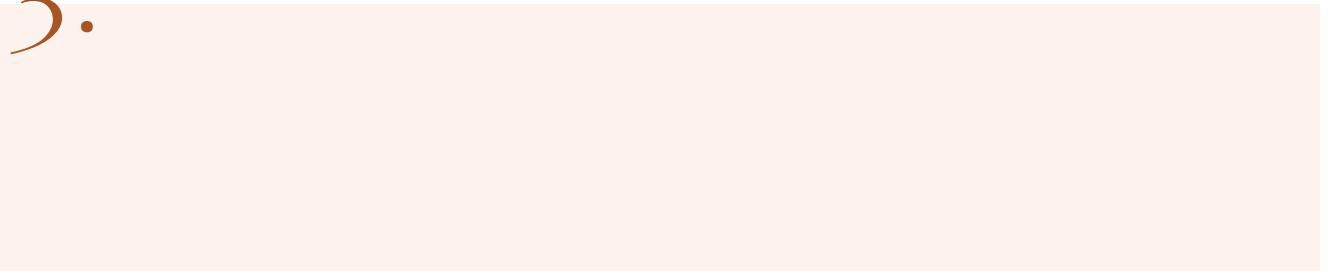
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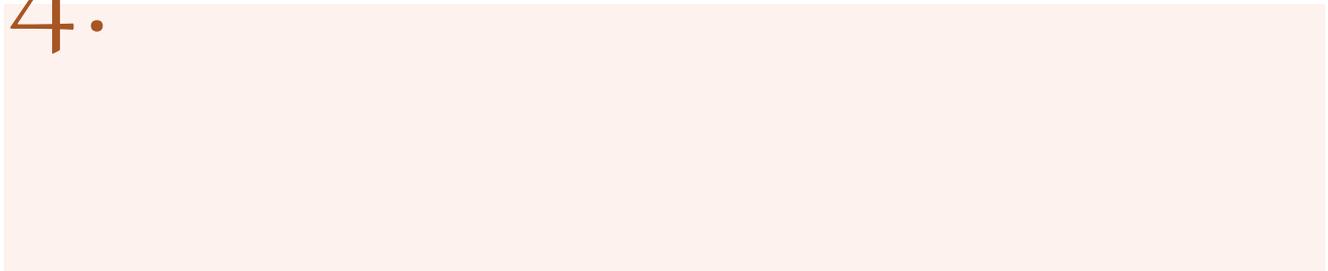
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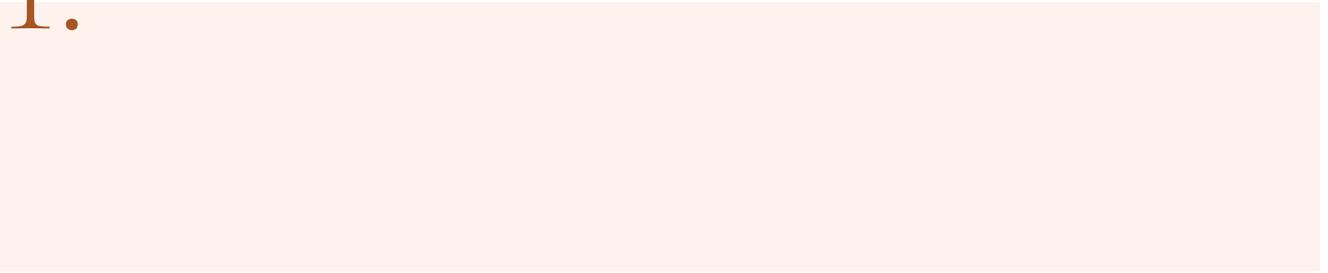
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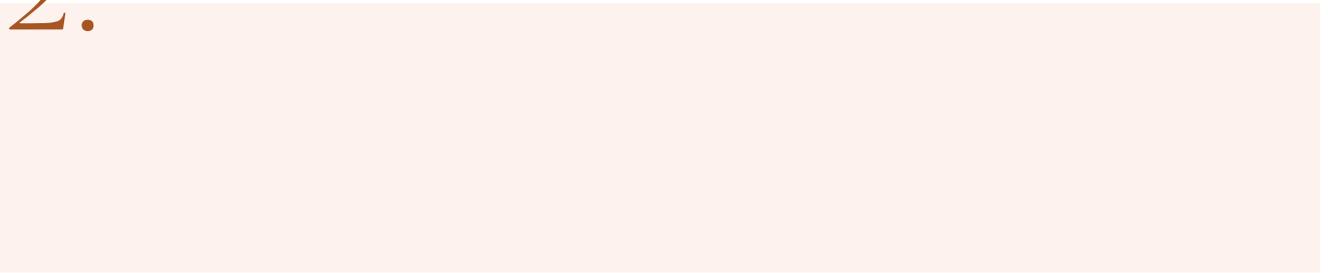
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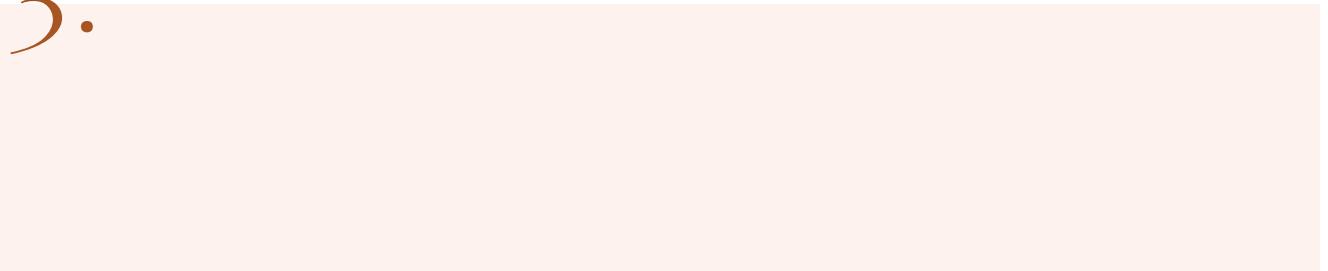
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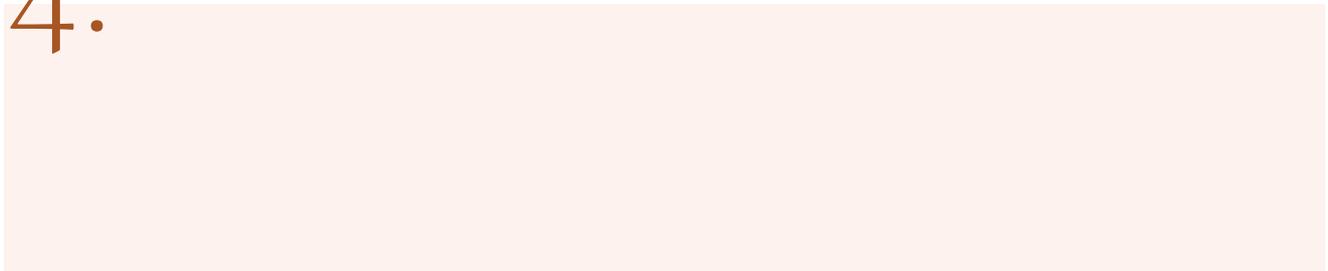
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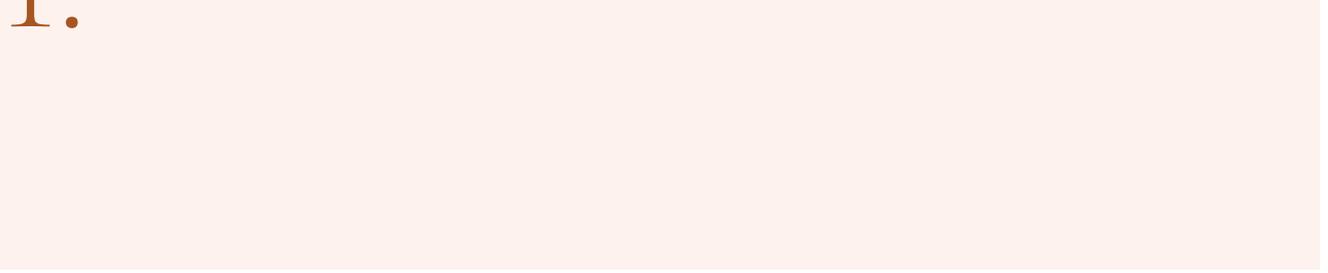
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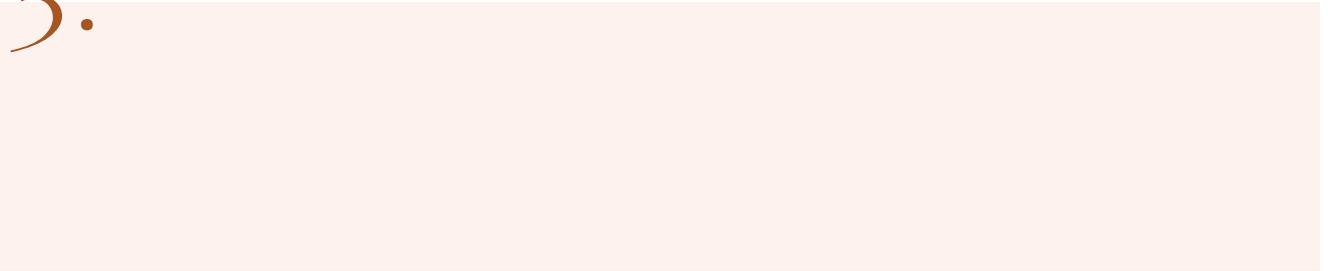
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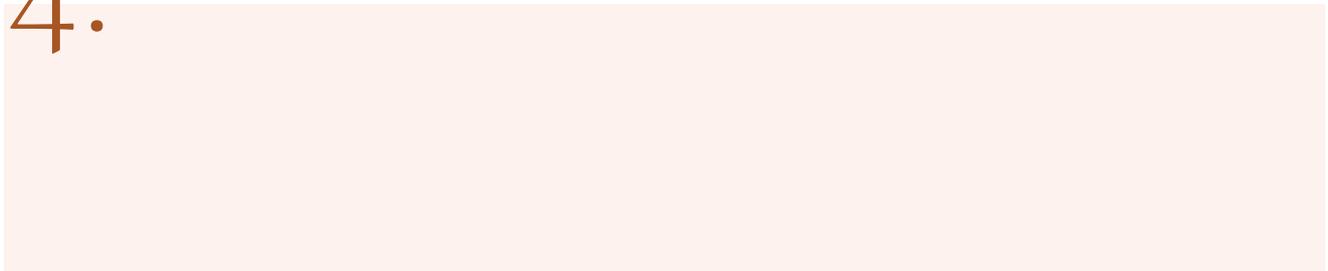
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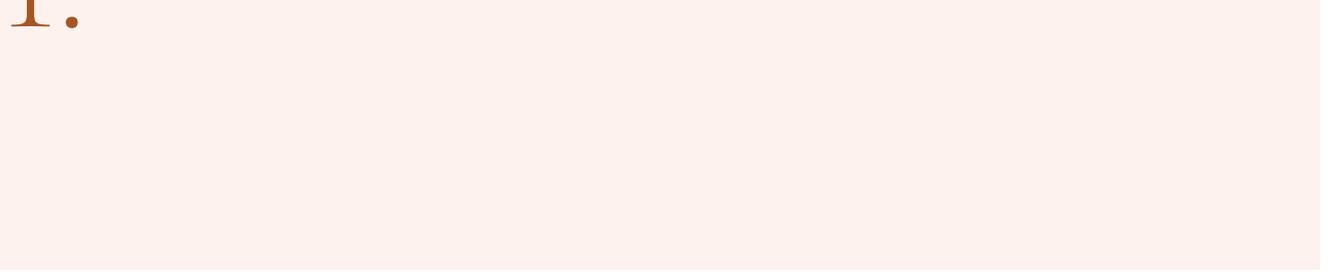
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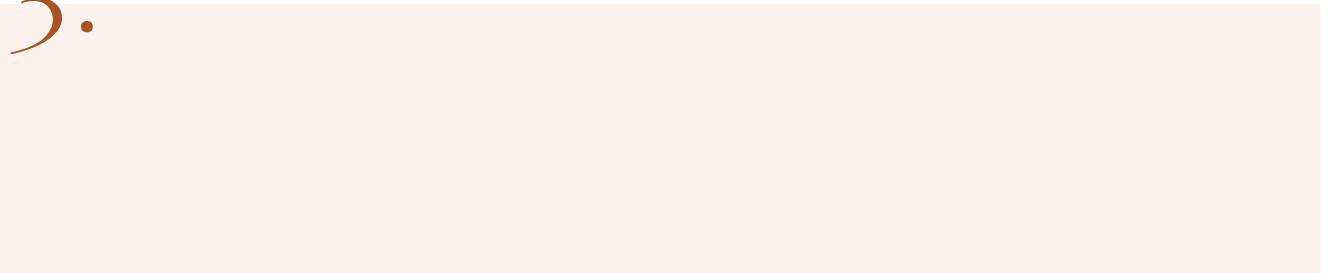
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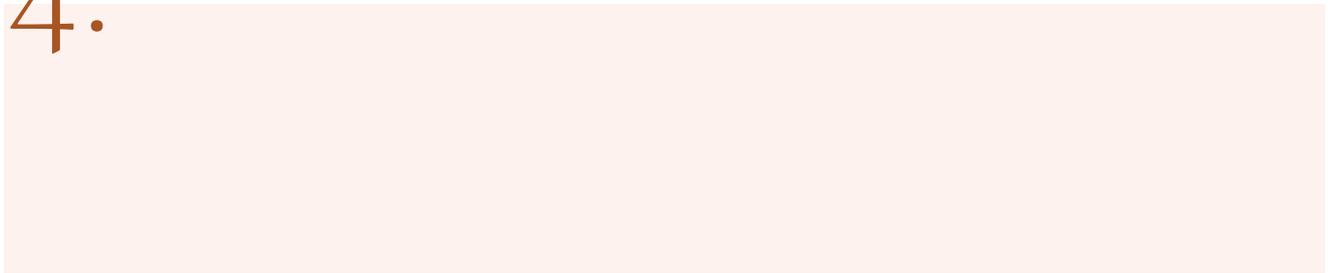
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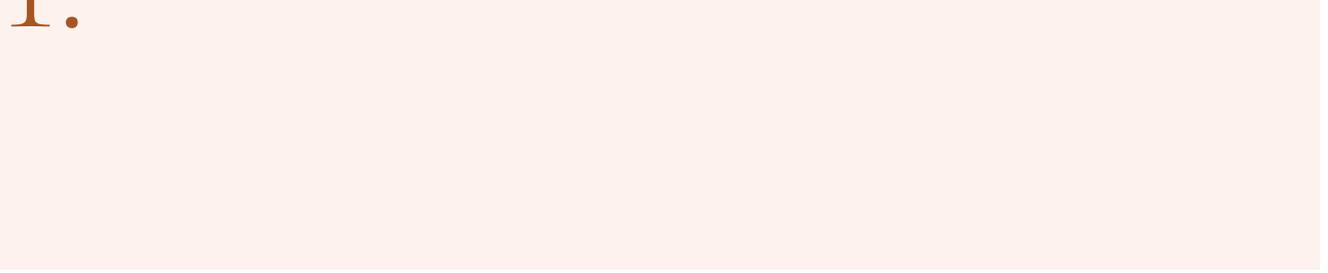
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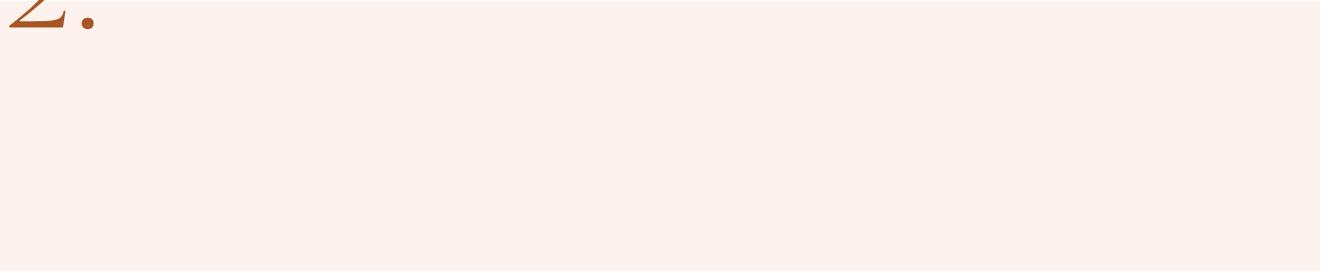
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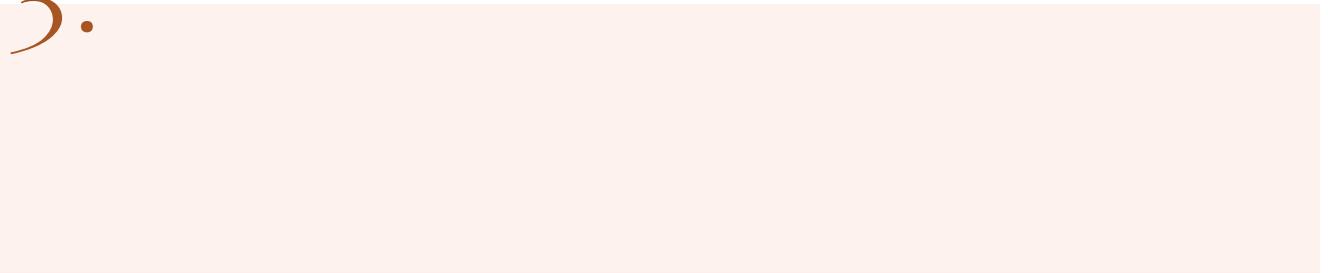
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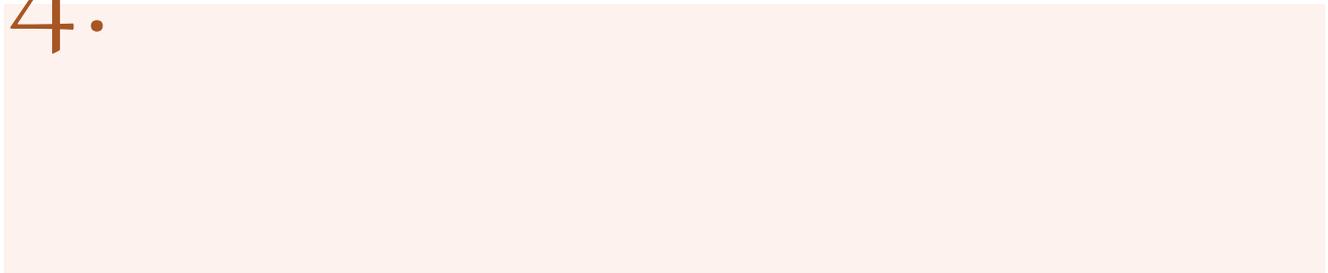
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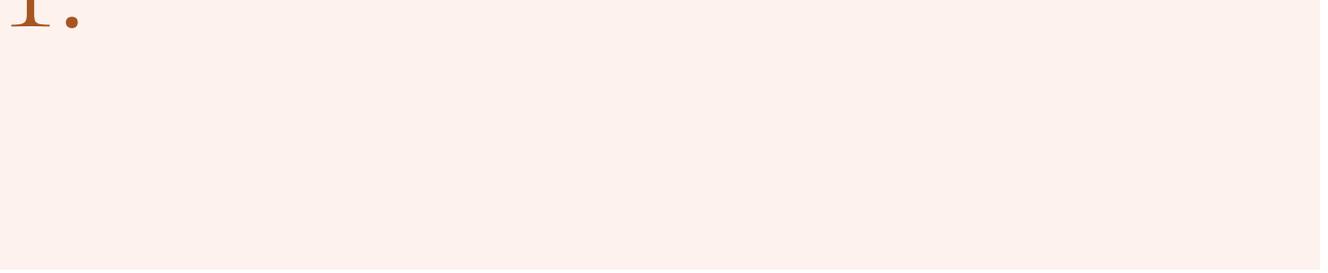
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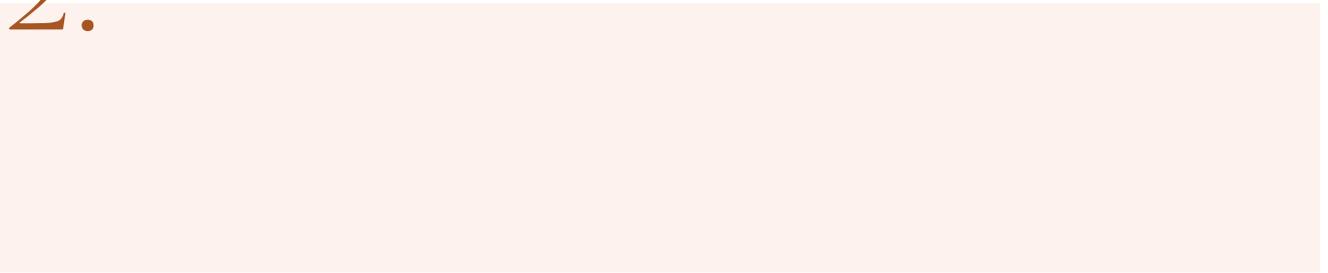
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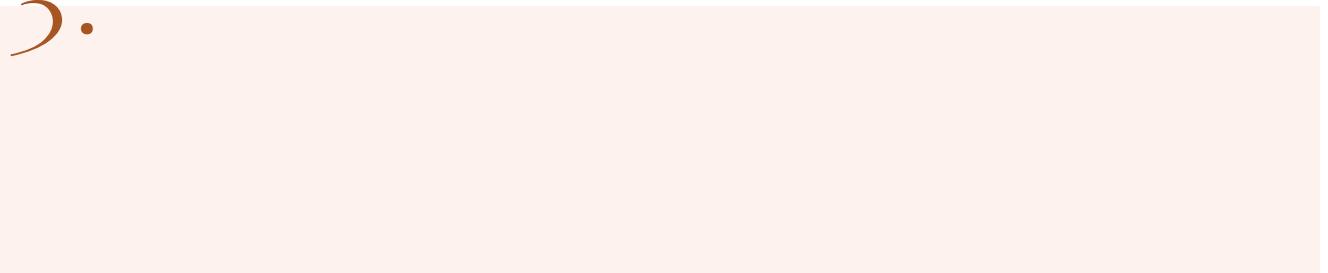
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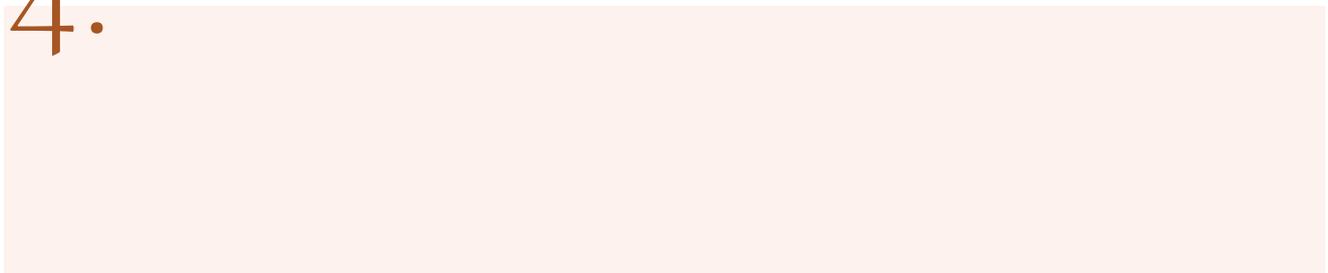
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# Thank you!

I hope the pages in this book help you gain a better understanding of the production cycle and how producers work.

At McEwen Media, we use our decades of experience programming lifestyle and news to help streamline the process.

Producers are busy, but they need stories and experts like you. We're here to break down those barriers and get you on TV.



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*At McEwen Media Consulting we're passionate about helping people discover the expert within. Book a call on how you can work with a consultant, or book one for a pitch stress test.*

