



MEDIA SOLUTIONS

STOP PITCHING YOUR PRODUCT AND START BEING A RESOURCE

Instead of simply **pitching your products, services and accomplishments**, focus on how you can **help journalists with completing their assignments**.

Journalists more often than not face problems when researching, developing and writing their stories. Be the person who's known for solving their issues.



Here's how to be a resource to journalists in your industry:

- Follow journalists who cover your market and maintain relationships with them by **regularly checking in to find out what they're working on**. This shows them you're not only looking out for yourself.
- **Connect journalists with sources they may be interested in interviewing**. Oftentimes journalists find themselves returning to the same sources for stories. Get noticed by offering them alternatives.
- If you're not the right person for a story when a journalist reaches out to you, **find someone who is**. Offer potential leads if you have any.