

Follow-Up Formula & Pitch Organizer

BY NICOLE PEARL
PR & VISIBILITY COACH

Ready to turn your pitch into press?

Use this Follow-Up Formula, created by me -- your target 🎯. As a journalist, I'm flooded with pitches. I know what it takes for yours to get seen. It starts with the crucial Follow Up.

As a PR and Visibility Coach, my clients always ask, "When should I follow up?" and "What should I say."

This guide answers those questions and outlines the steps from timing to tracking so you can be confident you're doing it right.

I've also included a Pitch Organizer. Use it to build your media list and monitor your follow ups.

Week 0: Send the Pitch

INITIAL PITCH

Action Plan:

- **Follow** the journalist, outlet and/or organization on social media to familiarize yourself with their content and to engage with them.
- **Set Your Expectation**: If you are sending a cold pitch for the first time, do not expect a response. The point of the initial pitch is simply to press send.
- **Celebrate!** Sending the pitch is the WIN! It can be uncomfortable and even scary to put yourself out there without knowing how or if you'll be received. Take this moment to recognize yourself for this achievement.

PITCH TRACKER

Click **HERE** to access your own editable version of the Pitch Tracker.

Once opened, please click File > Make a Copy (4th option down) to save a new copy of the file to your Google Drive.

NOTE:

Your Pitch Tracker will keep your follow-ups organized and will double as your media list.

Outlet types can include: Print Publication, Digital Media, Podcast, Radio, Television, Brand Partnership, Speaking Gig

PITCH **TRACKER**

Outlet Type	Name of Outlet	Press Contact	Contact Email	Date Initial Pitch Sent	Date: Follow Up 1	Date: Follow Up 2	Date: Follow Up 3	Date: Follow Up 4	Date: Follow Up 5	Social Media Handle

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THE FOLLOW-UP FORMULA BEGINS...

Note: While this guide provides a schedule for following up, remember that the context of your pitch matters.

For example, a breaking news story requires a more immediate follow-up email than a seasonal story so keep that mind and implement a cadence that feels right to you.

Follow-Up 1:

When to Send:

For timely topics / news events: 48-72 hours after sending the initial pitch

For evergreen angles: 5-7 days after sending the initial pitch

Action Plan: Provide a piece of new information such as an update or additional detail to to your initial pitch to make it stronger.

Follow Up Prompt Example:

"I sent you a pitch about X earlier this week. Now that Y was just announced today, here are some tips I can include so the story answers all of your reader's concerns.

Real Life Example: Here's a **true story** to illustrate how this prompt works.

My first pitch to a TV show was about raising awareness for Type 1 Diabetes. I didn't get a response. Shortly after I sent the initial pitch, there was a national story about a pro football player who has Type 1 Diabetes.

This new story was the perfect way to ADD VALUE to my initial pitch, so here's what I wrote in my follow-up.

Follow-Up Formula

"This week the Baltimore Ravens football player Mark Andrews was checking his blood sugar on the sidelines. The moment was caught on video and went viral on social media. People didn't know what he was doing, and it brought attention to the fact that he has to check his blood sugar 20+ times a game!

This is yet another reason why this segment would really resonate with your viewers."

RESULT: The producer responded to my follow-up email. "Hi, thanks for sharing the info below. I shared with my team..."

Follow-Up 2:

When to Send:

For timely topics / news events: 5-7 day after sending first follow-up

For evergreen angles: 7-10 days after sending first follow-up

Action Plan: Share a new idea for how your pitch can be positioned. Ways to do this include providing data, trends or additional angles.

Follow Up Prompt Example:

"In addition to my pitch featuring x, here's a new way the segment could look..."

Real Life Example:

My client pitched her About Story to her dream magazine for their fall publication. She didn't hear back, so she sent a follow-up email providing another way her story could be the perfect fit for the winter issue.

Result: The editor emailed her back saying, "My colleague, Breanne said that she'll contact you in December."

This is how my client landed a full-page spread, which included a photo shoot, in the winter issue of that magazine.

Follow-Up 3:

When to Send:

For timely topics / news events: 7-10 Days Later

For evergreen angles: 2-3 weeks later

Action Plan: Remark on a recent social media post, published story, or segment you saw from that person or outlet and share how it resonated with you and/or is connected to your pitch.

Follow Up Prompt Example:

"I saw that you just tried the new X and loved it, so I had to put this on your radar, too "

Real Life Example:

A podcast host I follow shared a story on her Instagram that resonated with me. I sent her an email referencing that IG story and connected it to my pitch to be a guest on her podcast.

Result: The podcaster emailed me back saying,
"Hi Nicole!
Love your subject line and your pitch. It's really well done..."

Follow-Up 4:

When to Send: 2-3 weeks later.

If your pitch is no longer relevant to the news cycle, retire it and pitch a new angle.

Action Plan: Send a revised pitch with a NEW angle.

Follow Up Prompt Example:

"If x story wasn't of interest, I came up with a new pitch I hope you'll consider."

Real Life Example:

Consistently following up with new pitches is how I booked myself on TODAY.

Result: Although the producer passed on many of the segment ideas I pitched, I eventually got the YES and was on the show within a month.

FOLLOW-UP 5:

When to Send: a Month Later

Action Plan:

Email a short reminder/intro about who you are and what you or your product is about in relation to their audience.

NOTE:

IT IS OK TO SHOW YOUR PERSONALITY IN YOUR FOLLOW-UP. THE GOAL IS TO BUILD CONNECTION SO WRITE YOUR EMAILS IN A WAY THAT REFLECT YOUR VIBE.

FUTURE FOLLOW-UPS

When to Send: Every Month or Two

Circle back every few months with the mindset of serving – whether it's by providing quotes as a thought leader or news about your product.

This respectful yet persistent strategy increases your chances of getting featured because it keeps you top of mind as journalists are constantly working on new stories.

REMINDER:
A NON-RESPONSE DOES NOT MEAN NO. IT MEANS YOU NEED TO KEEP FOLLOWING UP UNTIL YOU GET AN ANSWER.

Bonus **Tips:**

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1. Personalize your follow-up emails so they are relevant to the recipient.

2. Keep track of responses and adjust your strategy accordingly.

3. Do NOT ever say: "Hi, I'm just following up to make sure you got my email."

4. Track Engagement: Use a tool such as an email tracker to monitor whether or not your email has been opened. This empowers you to know if your emails are being seen and can guide your follow-up strategy.

5. Do NOT give the journalist the job to keep you in mind. That's your job and why consistent follow up pays off.

6. Avoid pitching on Friday...especially Friday afternoon. Most of us are transitioning into "weekend mode," so your email can get lost in the shuffle. Even if a journalist sees your email come through, it could get buried in their inbox by Monday.



Unsure if your pitch is positioned correctly?

Having doubts about what makes you press worthy?

Wishing for a pitch you can count on to get you featured?

PEARLPITCHDESK

Check out Pearl Pitch Desk – a journalist-built PR system that gets you on revenue-generating podcasts and TV – without it becoming a second job.