

Will it Fly?® Checklist

Module: PR Pitch

Section: Style

Section Objective: To ensure you have applied the right style in the pitch according to best practices.

- Have you made sure your pitch sounds as professional as possible?
- To avoid alienating the media due to exaggeration, are you being honest about the newsworthiness of your current idea?
- Have you avoided over-explaining secondary advantages, so you don't take the impact away from highlighting the primary advantages?
- Have you briefly recapped the major advantage(s) of your product or service without undue repetition?
- Are you sure your media pitch is written or said in a tone that speaks up (rather than down) to the people you are pitching to?
- To engage their interest, have you shown the media that you are different and capable of creating the unexpected?

See Educational Brief for Style to learn more.
