

PITCH, PUBLISH & POP



THE PLAYBOOK

CAROLINEHURRY.COM



Your Media Persona!



DEFINE YOUR VOICE

AI Prompt: 'Describe me as a brand in 3 words. I help [audience] with [transformation]. My **tone** is [adjective].

Brainstorm key values, transformation story, and voice anchors. Example: Empathetic, Empowering, Authentic

Audience Targeting

KNOW WHO TO PITCH

- Define your ideal media outlets
- Match journalists/influencers by niche
- Platforms: X, Substack, TikTok, LinkedIn, Podcast Directories

AI Prompt: "List 10 journalists in [area] who cover stories about [topic]?"

The Pitch Matrix

MESSAGE > METHOD > MATCH

- **What** are you launching?
- **Who** are you telling?
- **How** will you tell it? (email, podcast pitch, video DM

Tools:

- Story Hook Generator
- Hybrid launch checklist
- Content format checklist

Plug-and-Play: About Me



A guided worksheet to help authors craft a compelling bio for different media uses (short, medium, long formats).

☐

Three-Word Brand Summary _____
_____ e.g., “Empowering. Honest. Transformative.”)

☐

Who You Help & How _____

Prompt: “I help [target audience] with [transformation/result].”

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Short Bio (Under 50 words) _____

Perfect for podcast intros, article bylines.

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Medium Bio (50–100 words) _____

For book jackets, press kits.

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Long Bio (150–200 words) _____

Use on websites, author pages, speaking gigs.

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Fun Facts or Media Hooks _____

e.g., “Has traveled to 40 countries”

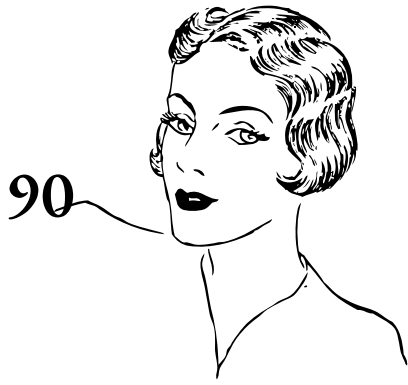
☐

Call to Action _____

What do you want people to do after reading your bio? Visit? Download? Subscribe?

Audio Pitch Script Template

A customizable script for recording a 60 - 90 second audio pitch for podcast or media invitations.



Format:



Intro Greeting

“Hi, I’m [Name], the author of [Book Title].”



The Hook

“If you’ve ever felt [emotion/pain point], this book is for you.”



The Value Proposition

“In [Book Title], I share [key concept or transformation].”



Media Fit

“Your audience will appreciate topics like [list 2–3 media-ready angles].”



Call to Action

“I’d love to chat or provide an exclusive article. Let’s connect!”



Contact Info

[Email / Link / Handle]

7-Point Release Checklist

Use before sending anything out!

☐ Is it jargon-free?☐ Does it answer the Sacred Six?☐ Have you tailored it to the outlet's audience?☐ Is there a quote or statistic?☐ Is it under 400 words?☐ Are contact details clear?☐ Do you have a backup story angle

Mini Press Kit Checklist

Use this checklist to ensure you have the basics for any press feature, podcast appearance, or media opportunity.

Pro Tip: Store it as a one-pager PDF or a webpage link that you can send instantly.



Headshot

High-res, recent, professional or personality-filled.

Tagline

Memorable 5–10 word phrase about your brand/book.

Logo or Branding

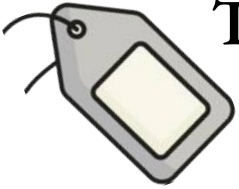
Optional: your personal logo or book title treatment.

Contact Info

Email, website, social handles, booking link.

Social Proof

2–3 media logos, testimonials, awards, or stats.



Your Publicity Checklist

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QR Codes + Tool Links

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ChatGPT prompt sheet

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Canva press templates

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Lumen5 (video)

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Beaconstac (QR

☐

Pitch.com or Notion press decks

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Descript for voiceovers

Press Release One-Page Checklist



Build Your Press Release in 5 Easy Steps. Use this sequence to draft a press release that grabs attention and gets published.

Headline

Grab attention. Think bold, specific, timely.

Prompt: “What’s the most newsworthy angle?”

Subhead

Add context or emotion.

Prompt: “What does this mean for the reader?”

Blurb/Intro

1–2 punchy lines to hook the reader.

Prompt: “What’s the essence in 40 words?”

Body Paragraphs

Expand the story. Add key details. Use the “Sacred Six”: Who, What, When, Where, Why, How?

Author or brand bio + contact info.

Prompt: “What should media know about me?”

Release Submissions

RESEARCH JOURNALIST BEATS

- **Search** for journalists using keywords like “food writer, NYC 2026” or “[your industry] + reporter.”
- **Explore media directories** (Cision, Muck Rack, or Free PR directories).
- **Connect via X or LinkedIn.** Engage with posts tagged ‘journorequest’ or ‘PRrequest’.

Bonus Tip:

- **Create a Pitch Database:** Capture details for each contact to organize and streamline follow-ups:
- **Contact Name**
- **Email**
- **Beat/Column** (area they cover)
- **Preferred Format** (e.g., press release, story tip, exclusive)
- **Last Interaction**



5 Free Release Platforms

Always review each site's guidelines before submitting to ensure maximum impact.

1 PRFree prfree.org

2 OpenPR openpr.com

3 Online PR News onlineprnews.com

4 1888 Press Release 1888pressrelease.com

5 Free Press Release Free-press-release.com

7-Day Blitz Planner











