

Media Targeting Sheet

a.k.a. “Stop Spraying and Praying.”

This one’s a cold, color-coded slap in the face for anyone who thinks “Dear journalist” is a strategy.

By [@alexcornici](#) | [What is SEO](#)

MEDIA TARGETING SHEET

(Google Sheets-style template – your inbox repellent insurance)

Column Name	What to Enter
Journalist Name	Their real name. Not “guy from Forbes.”
Publication	Where they actually write. Not “some tech site, I think.”
Email	Verified email. Not guessed. Use Hunter, ContactOut, or do some adult sleuthing.
Beat / Topic Focus	What they actually cover (not what you hope they do).
Last Article Title	Copy/paste the headline. Helps prove you did your homework.
Story Angle They Liked	Note which angles they’ve responded to or published.

Pitch Sent? (Y/N)

Yes or No. If “yes,” see below.

Date Sent

Exact date. Stop relying on your memory—it’s not cute.

Response? (Y/N)

Be honest. Even “lol no” is a valid entry.

Follow-Up Sent?

Yes, No, or “Already blocked me.”

Notes

Add sass: “Likes exclusives,” “Hates buzzwords,” “Ghosted me twice, respect.”

Bonus: Add conditional formatting

- Green for “responded”
- Yellow for “maybe”
- Red for “block risk imminent”
- Grey for “I’m too embarrassed to try again”

This is how you start building real relationships instead of mass email regret.