

The “Pitch-Perfect” Email Template Pack

“Because You Can’t Keep Starting Emails with ‘Hope This Finds You Well’”

Your pitch emails are bad. I’m sorry. They are. But it’s not your fault—you were raised in the era of BCC blasts and “thought leadership.” Let’s fix that.

This freebie gives you five copy-paste templates that won’t make journalists want to fake their own death.

by @alexcornici | [WebSearchOptimisation.com](https://www.websearchoptimisation.com)

Template 1: The “Here’s a Real Story” Pitch

Use when you’ve got news, not noise.

Subject Line: A founder who went broke, came back, and now makes your software look lazy

Body:

Hey [Name],

Thought you might like this one. [Founder name] hit rock bottom in 2018 (we’re talking couch-surfing and selling their PS5), but now they’ve built [Company], which is [relevant, fast-growing, or weird-in-a-good-way].

They’re launching [thing] this month and we’ve got data, quotes, and photos—zero corporate fluff.

Want the full scoop? Happy to send more.

Cheers,

[You, pretending you’re not desperate]

Template 2: The “Data-Driven Gold” Pitch

Use when you’ve got stats, trends, or anything more concrete than vibes.

Subject Line: New data: [X%] of [people] are doing [surprisingly unhinged thing]

Body:

Hi [Name],

We just ran a [survey/report/campaign] with [sample size] people and found that [stat that slaps].

It ties directly into [current event or trend], and we're seeing it play out with our clients/customers.

Happy to send over the raw data, visual assets, or a quote from [smart-sounding person].

Let me know if it's a fit.

Thanks,

[You, freshly analytical]

Template 3: The “Newsjack Ninja” Pitch

Use when you're piggybacking off something hot.

Subject Line: Quick quote on [trending topic] from someone who actually knows their stuff

Body:

Hey [Name],

Saw your coverage of [news story]—we've got someone who can weigh in fast, and they're not going to give you a generic PR quote.

[Name], [Title at Brand], has [credibility flex] and a spicy take: “[Short bold quote].”

Want to talk to them? We're around today.

Best,

[You, trying not to overplay your hand]

Template 4: The “Look At Our Weird Little Thing” Pitch

Use when your campaign is quirky, creative, or just clickbait in disguise.

Subject Line: A “Jetflix Vacation Generator” that matches shows to travel spots? Yep, we did that.

Body:

Hi [Name],

Not sure if you’ve seen this yet, but we made a thing. It’s called [campaign/tool/thing] and it’s absurdly fun.

Basically, it takes your [TV habits/spending data/star sign] and matches it to [vacation spots/car choices/financial anxiety scale].

It’s already picking up traction with [audience] and making some headlines. Want the link or an interview with the brains behind it?

Let me know,

[You, praying for virality]

Template 5: The “Chill But Professional Follow-Up”

Because sometimes you have to poke them again—and not sound clingy.

Subject Line: Just checking in

Body:

Hi [Name],

Wanted to bump this your way in case it got buried—totally understand if it’s not a fit, but thought it might align with [beat/topic].

Happy to send more info or leave you alone forever.

Thanks either way,

[You, with grace and repressed panic]
