

The PR Follow-Up Schedule You'll Ignore Anyway

A friendly guide to pestering people without getting blocked.

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Page 1: "The Calendar of Emotional Damage"

Visual Timeline:

- Day 0: Pitch sent

Feeling: "This is the one. I'm brilliant."

Action: Wait. Don't hover over your sent folder.

- Day 2–3:

Cision says 30% of journalists prefer follow-ups here.

Feeling: "Maybe they're just... busy?"

Action: Follow up. Keep it brief. Don't apologize. Don't beg.

- Day 5–7:

Your research says 5–7 days is borderline acceptable for evergreen stories.

Feeling: "They hate me."

Action: Optional 2nd follow-up if the pitch is truly relevant. Otherwise, let it go.

- Day 8+

Fewer than 1 in 10 journalists want more than one follow-up.

Feeling: "Maybe I should pivot to llama farming."

Action: Stop. Do not follow up again. You're now spam.

Page 2: "How to Write Follow-Ups Without Sounding Like a Sociopath"

Use this structure:

Subject Line:

“Re: [Your original subject line]”

or

“Following up: [short, clear reminder of the pitch]”

Email Body:

Hey [Journalist Name],

Just checking in to see if you had a chance to review the pitch I sent earlier this week about [one-line summary]. Thought it might be a fit for your coverage on [thing they actually care about].

Happy to resend details or provide anything additional you’d need.

Thanks so much,

[Name / Signature that doesn’t include 9 logos and your 10 LinkedIn awards]

Page 3: The “Should I Follow Up?” Flowchart

Starts with: “Did you pitch a story that’s actually relevant?”

Ends with: “No? Then maybe try journaling instead.”