

Pitch Template: New Product Launch

**Subject line:**

* Remove the fluff and provide a clear, concise preview of WHAT news you are pitching.
* Tip: include *Product Launch* in your subject.

**WHAT is the new product:**

* Make sure you state the market it serves, who the ideal end user is, and how the product is used.
* Tip: specifying B2B or B2C helps journalists understand if your pitch fits their beat. It’s also important to include a hi-res photo for reference, and a launch date if applicable.

**WHY is the new product irresistible for end users:**

* Explain the benefits of the product for end users, how is it valuable to them, and how this impacts their life.
* Tip: this is a great spot to include a quote or testimonial.

**HOW is the new product changing the market or competition:**

* Provide examples, or data points, that prove this product will shift mindsets, introduce new technologies, and explain the impact it will have.
* Tip: the word “disrupt” is so 2018. Think about buzzwords that tie into the space and leverage your own creativity here.

**WHAT information proves the new product is worth talking about:**

* Journalists want facts and rely on them to write stories. Think about recent articles you’ve read and pay attention to the data points.
* Tip: here is where you can input sales numbers, unique downloads, active user numbers, etc. to validate this new product is worth talking about.

**OTHER tips:**

* If you have the opportunity, offer a demo of the product either in person at a tradeshow or conference, or offer to send the journalist a copy.
* Aside from mentioning the brand name, make sure to include a relevant hyperlink that directs journalists to a specific page.