



RACHEL

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RACHEL'S TOP 5 PRE-PITCH QUESTIONS

1. Why should a producer care?
2. What's your viewer takeaway?
3. How's your pitch timely, fresh or relevant?
4. How do you relate to the show or host?
5. How can you tie into a story on the show?



**YOU NEED TO MEET PEOPLE WHERE
THEY ARE TO TAKE THEM WHERE
YOU WANT THEM TO GO.**

*If you confuse people you
lose people. Is your
audience understanding
you?*



WHAT CAN YOU DO TODAY?

1. Research the media landscape.
2. Work on your messaging.
3. Remember the Top 5 Pre-Pitch Questions.



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