

Getting the best **media for lawyers** means pitching to the right journalist. Journalists receive hundreds of unsolicited pitches every year. Like me, you've probably wondered how to craft a pitch that will grab their attention.

Toddi Gutner, an award-winning business journalist, shared **10 Steps to Get Noticed** at a recent Marketing to the Media seminar:



First, your pitch should be a story. Typical pitches are about a person, product or thing. Journalists want a story because that is what sells. To develop your story, ask yourself these two questions:

- What experiences have I had that could benefit readers?
- Why should the journalist care about you?

Second, your subject line is key to attracting the attention of the journalist who often won't even bother to read your pitch if your subject line doesn't give them a reason to read more.

Third, your pitch should be 50 words or less. Why? Because that's about as many words as will fit on the screen of a Blackberry!

Fourth, show; don't tell. A pitch with stats will likely get the attention of a journalist. If you are providing industry information, back it up with statistics.

Fifth, are you solving an industry problem? Give the journalist a solution to that problem.

Sixth, craft and control your message so others don't do it for you. People will believe what they read unless they are given reason not to. The way you control your message is to get it to the right journalist (see number seven).

Seventh, pitch to the right person. What journals, newspapers, magazines do your clients read? The journalists who write for those periodicals and who cover your industry are the ones to whom you want to pitch. Once you've identified the right journalist, be sure to read the last six stories they've written and pay attention to the topics they've covered. If the topic of your pitch has been covered by that reporter or another journalist in the last six months, you're not likely to get their attention. Toddi also recommends that you check out the tone, style, content and bylines of journalists and craft your pitch accordingly.

Eighth, how does your practice relate to trends in the economy or industry? By wrapping your story around a trend, you are more likely to get the attention of a journalist.

Ninth, answer the question. When journalists are looking for an expert or need specific information, they may post a question on sites like haro.com or myreporter.com. Toddi suggests that your email pitch to them provide the information they need or an answer to the question they've asked. Reporters are busy, and they may decide to use your email without contacting you.

Tenth, are you viewed as a thought leader? One of the benefits of being written up by a journalist is you are viewed as an authority. Of course, if other journalists see that you've been written up, it's easier for them to "accept" you as an authority. In the end, you want to become the go-to person for that journalist.

Getting the right **media for attorneys** doesn't have to be complicated. Use these 10 tips and let me know how it works for you.

For additional information on media visibility, check out Toddi's website at www.toddigutner.com/consulting or contact Toddi directly at toddi@toddigutner.com.

Lisa DiMonte is the CEO of MyLegal.com, which helps lawyers and legal teams find the best legal vendors around the globe. You can reach Lisa via email at lisa.dimonte@mylegal.com or connect with her on [LinkedIn](#) or [Twitter](#).