



7 Promises of the PR Pro

- 1.** Before pitching, I will read several previous blog posts/articles to see if the story would be a good fit.
- 2.** If there is NOT a good fit, I won't pitch – and will push back on unreasonable client or management demands to do so.
- 3.** Before pitching, I will double-check my method of outreach. I will review any guidelines made publicly available.
- 4.** I promise to never send a press release if I can't readily demonstrate its relevance – and I'll never send an attachment without permission.
- 5.** As much as possible, I will participate transparently within the community. A “cold call” – while sometimes unavoidable – is less effective than reaching out as a community member.
- 6.** I promise that any correspondence should contain a message customized to the blogger/reporter's needs and should offer real value.
- 7.** I know that being ignored by the blogger/reporter means that the pitch was likely not of-interest. If I must try again, I will offer a better, more creative approach.