

The pitch is broke.

Let's bury the press release.

It is not 1906. The press release is dead. Let's put it to rest.

Let's stop email pitch spam.

SPAM is a cheap food. Pitch spamming is a cheap tactic. Let's eliminate it.

Let's put an end to off-beat and irrelevant pitches.

Journalists know what they want. Let's help them search for it.

Let's end the novel-length pitch.

Journalists want pitches less than 100 words. The average is 647. Let's change that.

Let's fix the pitch.

PITCH BETTER

3 Sentences & No More Than
75 Words

PR.DIRECTORY