



MEDIA PITCH:

1. Stand-out subject line
 2. Establish relationship and/or show you know their work. (OK to skip this for a TV pitch, as TV producers tend to be busy and tend to like pitches that get to the point right away.)
 3. The hook: Why is this a timely topic? Why is it important? Why should the audience care?
 4. Your idea. Bullet points work well here, if applicable.
 5. Note your credibility. Why you should be the one telling this story.
 6. Include links to samples of your work (writing or video); also your website & contact info (phone).
 7. Add a SHORT bio below your signature line.
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Subject: [segment idea] Yummy Recipes That Can Relieve Your Stress!

Hi, Leila

I'm a licensed physician and wellness blogger and I have a story idea that I think would be perfect for a morning news health segment.

In today's time of constant distractions and tight schedules, **stress relief is more important than ever**. As a physician specializing in Physical Medicine and Rehabilitation, I've witnessed first-hand the devastating results of NOT adequately managing stress. The scary heart attacks. The debilitating strokes. So much of this is preventable. Then, of course, there is the obvious link between mental health and many of the tragic episodes of gun violence dominating today's headlines.

As May is National Mental Health Awareness Month, I would love to teach your viewers how they can relieve stress by making some simple diet changes. For this segment, I'll show viewers three recipes that can contribute to better mental health through stress management.

For example:

- Dark Chocolate Banana Bites to soothe your nervous system and block feelings of pain and depression.
- Kale Salad with Tumeric Dressing to enhance mood and stabilize stress hormone levels.
- Kiwi Berry Bowl to reduce anxiety, increase mood-boosting dopamine release, and decrease your body's production of stress hormones.



Does this idea interest you? Please let me know. I'm happy to send any additional information you may need!

Here's my demo reel, so you can get a sense of how I perform on air -
https://www.youtube.com/watch?v=Dq87CD_BONk

Thanks, and I look forward to hearing your thoughts!

Best,
Venus Ramos, MD
www.DoctorVenus.com
1-424-xxx-xxxx

Dr. Venus – The Biohacking M.D. – is a licensed physician in the specialty of Physical Medicine & Rehabilitation who received her medical training at Yale University, University of Miami, and University of California-Irvine. She has a thriving medical practice in Southern California and has competed for 20 years as a national-level fitness athlete. A respected fitness trainer, she has had clients ranging from single moms to professional athletes, and even an action film star. Dr. Venus has been a repeat guest expert on the TV series “The Doctors.” and was featured on several other shows including NBC's "American Gladiators," and ABC's "The Bachelor: Paris."

Hello, Kirstyn!

Thank you so much for the insight you shared during our chat as well as the editors' panel at FITposium. I am excited that you were interested in my article idea for Strong Fitness Magazine.

As I mentioned, I would like to offer your readers some tips on “Common Workout Mistakes and Fixes.”

These are the 6 exercises I would like to cover:

- Squat
- Bench Press
- Upright Row
- Lat Pull Down
- Standing Toe Touch
- Sit-Up and Abdominal Crunch

After reading the article, your audience will take away valuable pearls about preventing or avoiding aggravation of the injuries that plague so many fitness enthusiasts.



As a board-certified rehabilitation physician, a NSCA certified strength and conditioning specialist, and a fitness athlete with 20 years of competition experience, I believe I can offer credible advice in this area. Feel free to [check out my writing sample](#) and you can see me on “The Doctors” TV series [here](#).

I’d be happy to send you more specifics about my article, or additional story ideas. I’m looking forward to working with you.

Respectfully,
Venus Ramos, MD
www.DoctorVenus.com
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BIO:

Venus Ramos, MD, is a board-certified physician in the specialty of Physical Medicine & Rehabilitation who received her medical training through Yale University, University of Miami, and University of California-Irvine. She has a thriving medical practice in Southern California and has competed for 20 years as a national-level fitness athlete. A respected fitness trainer, her clients have ranged from single moms to professional athletes, and even an action film star.

Hello, Amy!

I want to thank you for sharing your knowledge during the Podcast Experts webinar this week. I was happy to see you on the panel because I’ve enjoyed listening to several of your Inspired Conversations podcast episodes during my commute.

In particular, I found your conversation with Linden Schaffer about wellness travel very insightful. So many people use the busy-ness of travel as an excuse for not making healthy choices. I’ve developed a revolutionary approach to get fit & healthy by actually using your excuse. And I’d love the opportunity to share it with your listeners as a guest on your podcast.

I’m a licensed physician, a NSCA certified strength and conditioning specialist, and a fitness athlete with 20 years of competition experience. As such, I’ve discovered that the common fitness philosophy of “No Excuses” does not work! In fact, my advice is to “embrace your excuse.”

During our conversation on your podcast, we could discuss:

- 1) The 3 steps to take when using my “Embrace Your Excuse” approach to get and stay healthy.
- 2) My personal journey, after my father’s stroke, to overcome Caregiver Syndrome and reclaim my health.
- 3) 5 areas of health that listeners should address, and simple action steps they can get started on that week.

I’ve been a featured health expert on Huffington Post Live, local TV news programs, as well as repeat guest stints on “The Doctors,” and I’d love to continue to spread my message of fitness as a lifestyle for everyone with your Inspired Conversations audience.

Let me know if you think I’d be a good fit for your podcast listeners.



Respectfully,
Venus Ramos, MD
www.DoctorVenus.com
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Subject: Timely August segment idea for you!

Hi, Joanna,

I'm a business & productivity coach and founder of [Commit To Action](#). I'd love to share a segment idea that would be great for your show.

As summertime vacation season comes to an end, everyone is looking to get back into the swing of things and get off to a good start with projects they've been dreaming about all summer long. I'd love to share with your audience "4 Ways To Overcome Productivity Hurdles This Fall."

My 4 tips would be:

- 1) Write down your tasks for the day.
- 2) Do your most dreaded and difficult task first.
- 3) Stop multi-tasking!
- 4) Learn to say, "NO."

I have a great multi-tasking demo that I can do with a member of your anchor team during the segment. No special props are necessary and the demo makes an entertaining visual.

Let me know if you'd like more information. I'd love to be a guest on your show!

For your reference, check out this short [video](#) of me speaking about my work.

Warmly,
Jessica Stone
Certified Productivity Specialist

Jessica Stone is the founder of Commit To Action and has worked with 300+ clients in the United States and Europe. She specializes in helping corporations and entrepreneurs accomplish their goals to realize their full potential. Her 60-day program works with companies of all sizes to train their leaders in a small group format.

Jessica lives in Austin, Texas, with her husband and two children.