EIGHT WORDS TO GET IN THE PRESS

How to make a great subject line

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"The subject line is everything. Without a good one, you're dead."

RYAN GRIM

REPORTERS ARE BUSY

- Receive hundreds of emails a day
- 75% govcon produce 2-7 articles per week*
- Even busier in non-govcon
 - Often 2-3/day

55% of govcon journalists cover all business sizes*

VerticalIQ says 205,500 govcon companies:
 Government Contractors - Vertical IQ

A GREAT SUBJECT LINE BREAKS THROUGH THE NOISE

SUBJECT LINE SUMMARIZES

First graf



Which summarizes piece



Which summarizes larger issue

Add Value in Eight Words



The 3Ts:

• The right **Topic**





 At the right **Time**

From someone with the right **Title**.



Subject Line Examples

Ross: Want to interview XYZ person/title?

• EXPERT AVAILABLE: News hook

• EXCLUSIVE: Upcoming News

• SUBMISSION: Headline

• GUEST PITCH: Topic/guest



Relationships matter, but the 3Ts are far more important.





Questions?

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