



If you decide to call instead of email, make sure you have a copy of the publication in front of you. Work out what story you want to sell in and prepare some bullet points, in order of importance, in case your mind goes blank.

If you can't get through, don't leave a message, as they probably won't call you back; just keep trying until you get someone, or revert to email.

TOP PHONE TIPS



Stand up to make the call – it will give you more confidence.



Smile as you talk. They will hear it in your voice.



Tell them who you are. E.g. “My name is x, I am from xx organisation”.



Ask them if they have time to talk.



Run through your bullet points.

Write them in here: