



FASHION BUSINESS PRESS EMAIL TEMPLATE

Your Script for Editor Outreach



FASHION BUSINESS PRESS EMAIL TEMPLATE YOUR SCRIPT FOR EDITOR OUTREACH

BY **STARTUP FASHION**

Getting press is one the biggest topics that emerging brands ask about. It's understandable; often press is equated with success.

Press can be great for your brand, sure. But it's important to remember that it's not the thing that will take you from having just a little business to making millions.

It's one component of building your brand. With that said, once you're ready to go after press, we know that getting in front of the right editors is not an easy feat. With publicists and brand owners sending hundreds of pitches a day, yours can certainly get lost in the mix.

So we've created this script for you to use as a way to help you get noticed.

ARE YOU READY TO START YOUR PRESS OUTREACH?

But first, here are some tips to start your effective press outreach:

1. Have a professional looking website, branded email address, and strong product images.
2. Use editorial calendars to tap into what the press outlet is talking about at a particular point in time.
3. Have your press materials ready (media kit)
4. Spend time building relationships with editors via social media before you start pitching them.
5. Write your subject line as you imagine the placement would read.
6. Ensure the same concept hasn't been written about recently.
7. Focus on how you can help the editor (not the other way around).
8. Explain how your product/brand is a fit for a publication's readership.
9. Develop multiple story angles for different publications.
10. Embed 1-2 images into the pitch.
11. Link out to additional information.
12. Have a clear ask and easy to follow next steps.
13. Find the right person to contact. Make sure that you aren't contacting the marketing department when you really should be talking to the public relations manager.
14. Use the editor's name! Don't be general. Do your research and find out who you're talking to.

FASHION BUSINESS PRESS EMAIL TEMPLATE YOUR SCRIPT FOR EDITOR OUTREACH

BY **STARTUP FASHION**

The most difficult part about writing outreach e-mails is to remember to stick to the point. It's too easy to get desperate to be heard and you over-share or overemphasize your goal.

STICK TO YOUR STORY

1. Who are you? [Intro]
2. What do you want? [Body]
3. What are the next steps? [Closing]

There is no need to reiterate that in your introduction you should introduce yourself, your brand, and your brand's tagline/purpose. Yet it should be noted that you do need to be nice. Mention that you have been following them for a while, why you admire their work/company, or why you think their outlet is the right one for your brand. Don't waste more than a few sentences on this.

Then of course, state your name, brand, and purpose. State it in a way to make your brand significant. You can even link your website for easy referencing.

Next, when you are delving into what you actually want, what is clear to you may not always be clear to the other person or it may come off as too pushy. Take only two or three sentences to say what you want from them and the key part is how they will benefit from what you are offering.

In the closing statement, try to "close the deal", in this case get them to hit the reply button. Define a course of action. For them to "let me know if this sounds good" or "please let me know if you would like to discuss press opportunities," etc. Find your own flair and send away!

BE NEWSWORTHY

There are plenty of brands contacting the press, suggesting stories, offering products, and sending emails. However, what is the difference between you and them? Your brand IS important enough to merit their coverage and attention. Many designers create beautiful products but when sending out emails they aren't asking themselves one vital question:

"Why am I important enough to be put in their news pipeline?"

FASHION BUSINESS PRESS EMAIL TEMPLATE YOUR SCRIPT FOR EDITOR OUTREACH

BY **STARTUP FASHION**

Sometimes this will take some trial and error to see what works and what doesn't. It may even take you some time to answer the question yourself. It will also force you to think differently. If you need some insight on how/why your brand products are different, you can ask your customers for feedback or refer back to your brand identity.

So remember to prove that you are outstanding and that you create quality pieces that can only be found with your brand.

THE SCRIPT

Hi Jackie,

GREETING

Good morning!

My name is _____ and my brand, XYZ is... **a concise sentence about your brand and the market you serve.**

Example: ... a contemporary apparel brand focusing on professional, stylish blouses that don't pull at the bust for the curvy woman.

I've been a fan of your work since I was referred to it by a friend in 2014. —or— Your recent write-up/ campaign with _____ brand caught my attention, and it prompted me to reach out to you.

It shows you know, like, and trust them.

TELL THEM

Talk about the benefits of the product in terms of the editor's publication. Example:... With the fun prints and high quality silk material, the blouses make a great self-love gift for working women—which is a fun twist on the traditional Valentine's Day gift ideas.

To give you an idea, below is an image of our Becca Blouse (link to the Becca blouse on your website) in the flamingo print. It retails for \$185 and is carried in X store and online.

Note, if you have something in your collection that fits the Under \$100 or Under \$50 categories, these are always favorites for editors.

INSERT IMAGE. DO NOT ATTACH.

Note: If your goal is to get the editor to open click through to your site and include your work in their magazine, don't fill up the email pitch with a lot of background on the designer. That comes later if they request it.

FASHION BUSINESS PRESS EMAIL TEMPLATE YOUR SCRIPT FOR EDITOR OUTREACH

BY **STARTUP FASHION**

CLOSE

Here is a link to our Spring 15 Look Book.

Are you interested in including the Flamingo Print Becca Blouse in your upcoming Self-Love Gifts Valentine's issue? Or maybe you'd like to include our Abstract Peony Blouse in your March Spring issue? It's a cool play on the traditional floral print.

I look forward to hearing back.

Note: the point here is to give the editor some ideas (that you have researched to be in line with that publication and its upcoming calendar).

Thanks!

Name
Title, Brand Name
Website
@handle
Phone #