

# Getting on TV shows with a Pitch Letter

By Marisa D'Vari

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Can you see yourself pitching your product or service on Oprah? What about chatting with Larry King?

It might seem like a pipe dream to you know, but even Oprah and Larry need guests with expert information -- and beyond these "legends" you will find many producers across the country and in your city scrambling to find quality guests.

So, how do you get on a show?

Write a Pitch Letter

Pitch letters are very different from a media release.

A media release can be targeted toward a particular industry or type of talk show, but a pitch letter is specific to:

The TV show;

The TV show audience;

The targeted TV show segment;

The TV show producer reading it.

In other words, you'd absolutely never "mail merge" a pitch letter to all TV show producers.

Before you write the pitch letter, watch the TV show enough so that you can answer these questions:

1. Know the various TV Show segments;
2. Pinpoint exactly which segment of the TV show your expertise will be appropriate for;

You must know the TV show audience so well you can predict what brands they buy and what stores they frequent;

Above all else, know the right TV show producer to send it to (and the correct spelling of his or her name).

### Bewitch TV Show Producers with a Pitch Letter

A pitch letter must make a convincing argument that you'll be an entertaining TV show guest, as well as an "expert" whose advice and message will appeal to the demographics of the show.

In short, the pitch letter is a carefully thought-out and crafted document specifically designed to grab the interest of a busy, often distracted TV show producer and discreetly trumpet the following:

Why you are the best authority to speak on your subject;

Why the subject would be of interest to the show's audience;

Why the audience needs the information you're giving NOW.

### In a Pitch Letter Be Certain To Focus on your expertise

Convey the value you will give the audience

Think of visuals for the show

For example, if you've written a book on women's' issues, Oprah would be a natural for you.

If you're a world famous psychic with a new book, you could do Oprah - or Larry King. The key issue is realizing which show is more of a natural fit, and targeting that market.

After checking for the name of the producer and the show address actually call the show before sending out the pitch letter to make sure the producer is still there. In the entertainment business, people change jobs very quickly.

### The Tone of Your Letter is Important!

It's important to target your pitch letter as closely as possible to the radio or TV show that you want to approach. If the show is Oprah , speak in the tone of the TV show (educated, somewhat sophisticated, female-oriented, literary).

If the TV show is Jenny Jones, be sure to capture the TV show's tone, which is high drama, conflict, lots of emotion, and much shock-value.

The bottom line of writing a pitch letter is in realizing that the letter itself is an "audition" of sorts. The more elements you already have in place (i.e. ideas about

visuals for the show, ways to involve the audience) the easier it will be for the producer to say yes!

Marisa D'Vari is the President of Deg.Com Communications. You can view more articles at <http://www.deg.com> and get her free publicity tip ezine by sending an email to <mailto:join-BusinessSuccessSolutions@pluto.sparklist.com>

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