

# THE 1-2-3 PERFECT PITCH

## 1. One to two sentences on who you are and why this pitch is relevant to them

- Who you are
- Why you are pitching THEM specifically

## 2. Create the segment for them - think up talking points - Sample Pitch points

- 4-6 bullets on what you would say on air or in the print article
- Any visual descriptions if it's a show and tell segment for TV or a visual article with examples/products.
- Don't attach photos as that might get your email blocked in the spam filter- put it on a website or a google doc that you can link to if you have visuals

## 3. Links

- Add one or two links to prior appearances that show what you're like on camera
- If you don't have prior TV appearances, link to a youtube video that you make to simulate answering questions in a concise way or playing off a co-host or interviewer

# SAMPLE PITCH

## Tips for Finding a Valentine in One Week or Less

The countdown to Valentine's Day is upon us but for those who are still single, it's not too late to give up hope of having a date next Thursday. If you want a Valentine fast, here are a couple of the tricks from my 30 Day Dating Playbook that can jumpstart your love life in a flash.

**SOCIAL MEDIA CONNECTIONS** - It's going down in the DMs. Many couples now are connecting through social media. Whether you see someone commenting on the same memes on Instagram or you are in a Facebook group with a cutie who always likes your posts, you have an easy way to start a conversation. Send a message or a DM about a recent post and then ask what their plans are for Valentine's Day to see if they are single.

*Share tips!*

**START SWIPING** - There's no faster way to find a date than Tinder. Profiles take less than 5 minutes to create and you'll have an entire dating pool at your fingertips. My tip is to make sure you send outgoing messages once you match (According to the Match Dating App, women who send initial messages have higher success rates.) A recent study discovered that only 7% of matches actually engage in conversation at all.

*Use stats!*

**MIX IT UP** - If you've never tried a mixer or meetup, now is the time. There are tons of options especially this Saturday and Sunday for singles looking to mingle. (Look on Eventbrite and don't be afraid to be bold, dress to impress, and start conversations.)

*Be specific!*

**ENLIST HELP** - Ask your friends for an introduction. There's so much shame around singlehood and that doesn't serve you well at all. Ask people in your Connectors Circle for an introduction to someone with your 3 must have qualities and that will jog their memory of their single friends who might fit the bill. Over a quarter of couples today met through a friend so it's still a good bet.

**CROSS GENDER LINES** - Do something where your gender is going to be the minority. Women go to a sporting event or sports bar. Men check out a yoga class. When you are the only person of the opposite sex in the room, suddenly the odds become stacked in your favor.

BIO: Damona Hoffman is a Certified Dating Coach and star of the A+E Networks TV series #BlackLove and A Question of Love.

**CLIP: ACCESS LIVE** "Where Are All The Good Single Guys?"



*Make sure to send a clickable link!*

\*SEE THE SEGMENT that this turned into on [Good Day LA](#)



Damona Hoffman is a dating coach & on-air personality who starred in two A+E Networks' TV series: #BlackLove and A Question of Love. She's a regular contributor to The LA Times, The Washington Post, The Drew Barrymore Show, NPR, CNN Headline News (HLN), BET, and more. Plus, she is the OkCupid Official Dating Expert.

Keep up with all of Damona's new content by subscribing to the Dates & Mates Podcast.

