

EIGHT WORDS TO GET IN THE PRESS

How to make a great subject line

Dustin Siggins

Founder, Proven Media Solutions



**“[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

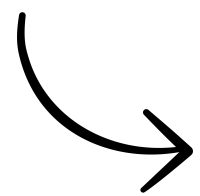
**55% of govcon journalists cover all
business sizes***

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

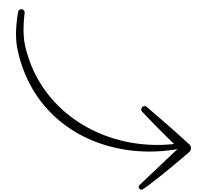
A GREAT SUBJECT LINE BREAKS THROUGH THE NOISE

SUBJECT LINE SUMMARIZES

First graf



Which summarizes piece



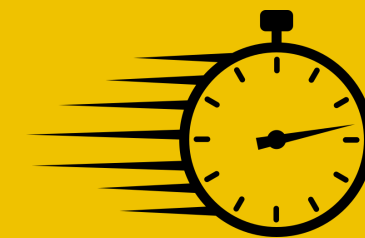
Which summarizes larger issue

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?

Dustin Siggins

Founder, Proven Media Solutions

Dustin@Provenmediasolutions.net

