



Cold Pitch Quick Reference Checklist

Turn strangers into clients in six steps

1. Prep Your Shortlist

- ☐ Identify 25–50 ideal companies
- ☐ Look for recent wins, funding, or product launches
- ☐ Confirm they value content, storytelling, or social proof
- ☐ Keep an updated “Dream 100” list

2. Research & Micro-Audit

- ☐ Review their website, blog, LinkedIn, sales materials
- ☐ Spot one clear gap you could fill (e.g., missing case study, no story around a recent win)
- ☐ Note specific examples to reference in your pitch

3. Craft Your Message (Insight + Invitation)

- ☐ **Insight:** Lead with a tailored observation about their work or results
- ☐ **Invitation:** Offer something useful at no cost (outline, concept, content idea)
- ☐ Keep it short, friendly, and low-pressure

4. Deliver Value First

- ☐ Create a quick, relevant freebie — story outline, idea list, or short critique
- ☐ Make it easy to review (PDF, short doc, or email-friendly format)
- ☐ Avoid asking for time before you’ve given value

5. Follow Up Strategically

- ☐ Follow up 1 week after first pitch
- ☐ Reference something new (update, news, or added idea)
- ☐ Send at least 2–3 follow-ups before moving on
- ☐ Stay friendly, not pushy

6. Track Your Outreach

- ☐ Keep a spreadsheet or CRM log of pitches, follow-ups, and responses
- ☐ Note what worked to refine future pitches
- ☐ Revisit “no” responses in 3–6 months

Remember:

Cold pitching is a long game. Be consistent, personalize every message, and focus on offering genuine value.