

Ready. Set. Pitch

Media Pitching | Course Series with Stephenetta (Isis) Harmon

Want to learn how to plan and deliver an effective media campaign for your business? Don't know where to start? This dynamic course will cover everything from the importance of pitching, the key tenets of a good media pitch, and help you create the basic items needed to pitch your portfolio to get placements. This is content you don't want to miss—enroll today!

Price: \$34.95
Duration: 1 hour (instant certificate of completion)
Length of Access: 60 days

[Enroll Now](#)



Thrive in Your Career

This course's interactive activities, engaging videos, and fun quizzes will take your knowledge to the next level.



Learn At Your Own Pace

You'll have access to this class for 60 days. Stop and start as your schedule allows. Don't worry—your progress will be saved.



Embrace Real Results

You'll be able to apply what you learn right away in your day-to-day world. Get ready to experience real results.

What to Expect

This course will take you through the following:

Pitching Power: What is a pitch? What are the benefits of media coverage?

The Anatomy of a Good Pitch: How should you set up your pitch? What should it include?

Why You Need a Press Kit: What is a press kit? What is included in a press kit?

Preparing Your Press Kit: How should you piece your press kit together to make it successful?



About the Presenter

Stephenetta (isis) Harmon

Stephenetta has over 20 years of editorial and digital media experience, not only covering and creating stories that celebrate the power, impact, and business of Black beauty, but also helping to build the digital platforms on which they thrive.

Stephenetta's previous work includes serving as editor-in-chief for Minnesota's oldest Black newspaper, the *Minnesota Spokesman-Recorder*, serving as both a senior web producer and a contributing writer for UPTOWN and VIBE/VIBE Vixen publications, and serving as digital media director and the sole digital editor for Hype Hair.

This led her to develop Sadiia Black Beauty Guide, the premier directory and digital platform to specifically connect, celebrate, and increase awareness of Black-owned hair and beauty brands, and BlackBeautyWire.com, a portal for Black beauty news.

To learn more about Stephenetta, please [visit her website](#).



This is just part one of a three-part series.

Don't forget to check out the other two courses that make up our *Media Pitching Series*



How to Pitch Like a Pro

Course

Course Two from the Media Pitching Series by Milady & Stephenetta (isis) Harmon. By the end of this course,...

\$34.95



Common Pitching Pitfalls to Avoid

Course

Course Three from the Media Pitching Series by Milady & Stephenetta (isis) Harmon. By the...

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Learn how to create a media pitch that will get an editor or media outlet to cover your story!

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FAQs

- ▾ Why should I attend this course?
- ▾ How is this course structured?
- ▾ Will I get a certificate of completion?
- ▾ Is Milady offering other courses with Stephenetta (isis) Harmon?



How to Pitch like a Pro

Media Pitching | Course Series with Stephenetta (Isis) Harmon

Salons and Spa businesses across the country are striving for attention of media writers. This course will help you stand out in the crowd and learn three key elements for reviewing a pitch, list the types of stories you want to be featured in, and understand the power of an email. This is content you don't want to miss—enroll today!

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What to Expect

This course will take you through the following:

Become an "A.C.E." Pitcher: What are the characteristics of a good pitch? What can you do to ensure you ace your pitch?

Determining Your Story Type: What type of story do you want written? What is the best type of story to grow your career?

How to Hit Those Pitching Angles: What angles do you have to take to make sure you're seen in the best light?

The Secret To Getting Your Emails Opened: How can you stand out against competition? What kind of email do you need to write in order to be seen?



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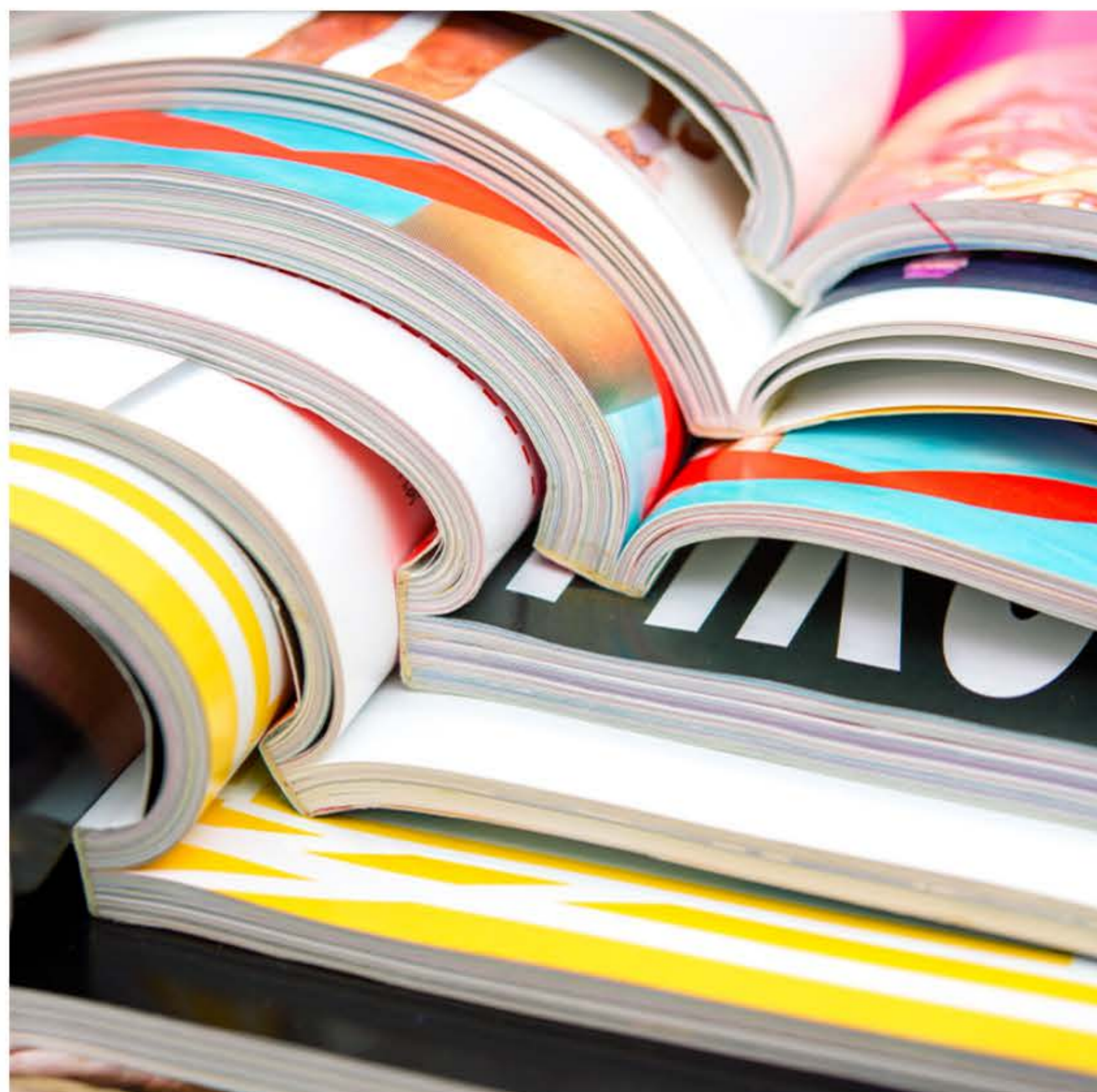
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Learn how to craft a story that media writers are actually interested in and want to share!

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Common Pitching Pitfalls to Avoid

Media Pitching | Course Series with Stephenetta (Isis) Harmon

Stop making the common mistakes that editors wish you'd stop making! We'll cover strategies to increase your placement rate, and help you build better pitching relationships. Learn how to time emails for optimal response, identify pitching etiquette, and identify which editors or outlets should pitch your stories. This is content you don't want to miss—enroll today!

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Pitching to the Right Person: Are you talking to the right media outlets? How can you dig deep to understand the information they would like to hear?

It's All in the Details: Media outlets are always looking for stories, but the little details matter. How can you set realistic expectations and do your research right?

Timing is Everything: When is their story deadline? When is the best time to give a pitch?

Pitching Etiquette: How can you achieve your pitching goal while being courteous and respectful?



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