

# WHAT'S THE ANGLE?

A key step to landing Free PR is to "Know Your Angle". Stay focused and know that by consistently pitching only these angles you'll perfect them over time.

In this worksheet:

- 1) Think of 5 Angles you could see stories being written about your company on TV, Radio, Newspaper, Magazine and Online content. Think B2C & B2B.
- 2) Then think of 5 key points you'd bring up to pitch each of those angles.

## ANGLE

## KEY SPEAKING POINTS

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DATE \_\_\_\_\_

