

# CHECKLIST

REBOOT

- Does the email subject convey in four or five words why it's topical and deserves journalist's time?
- Is the title catchy? – Put it amongst other titles and ask someone neutral which they would open. Did they choose yours?
- Is the outreach email relevant to the journalist and his/her readership?
- Is the email concise and gets straight to the point?
- Are you releasing the campaign at the optimal time? (07:00 – 09:00)
- Have you allowed at least 2 weeks for campaigns related to special days?
- Is the email personally addressed to the journalist?