



10 STORY IDEAS YOU SHOULD PITCH NOW

1

A seasonal story angle. For example, Christmas or Easter. Piggybacking on a news story currently making the rounds eg. health and wellness trends or sustainability.

2

“Newsjacking.” What debate is going on in the news right now that you can connect your business to? eg. the environment or inflation.

3

A data-driven approach. Keep in mind: audiences love hard facts and figures, especially if they’re unexpected or surprising. Use surveys to craft story ideas.

4

Families, youth, women or marginalised groups, the underdog.
Everyone loves an underdog!

5

A story about going against the grain or an unpopular opinion. Be careful here, don’t just be controversial for the sake of it. It needs to be a topic that aligns with your brands values and mission.

6

Predicting the future. Giving a very simple, casual prediction is a great way to lead into a story pitch to a journalist.

7

Heart-warming local stories. Everyone loves a good story that tugs at the heartstrings. Find the human angle and make that the story, your business is secondary to that.

8

Listen to questions your clients and customers ask you. Are you suddenly hearing lots of people asking the same question? A trend may be starting that you can tie into.

9

A gift or product guide angle. eg. Top 5 Sustainable Gifts to Give Your Kids this Christmas.

10

Deeply personal experience or opinion piece from your own point of view. Doesn’t necessarily have to be about your business.