

SERVICE OUTLINE: PLACEMENTS

Basic public relations (PR) support to help you find appropriate homes for developed thought leadership writing



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Ensure Your Thought Leadership Gets The Resonance It Deserves

To assist companies that don't have an in-house capability for pitching and placing articles I write for them, I also offer an hourly pitching/placement services.

As part of this service, I:

- **Compile a list of media outlets** that might be interested in the written material that I have written for you.
- **Request a list of your target media outlets.**
- **Pitch your article** to appropriate outlets.

I generally recommend **investing 5 to 10 hours, at a minimum**, for placing each piece of writing. This is priced at, and billed, on an hourly basis.

Where Are Some Appropriate Places to Place Thought Leadership Pieces?

Thought leadership research has shown that thought leadership audiences are no longer consuming this type of information through traditional means such as print media and niche trade media publications.

The following can all be effective places in which to find appropriate opportunities for placing your thought leadership: online-only news websites which cover your industry, Medium publications looking to amplify relevant voices, book authors looking for expert chapter contributors.

Notes and Scope of Service

- This is an ancillary service to writing and not a replacement for a full public relations (PR) service.
- I do not pitch articles that I have not (ghost)written.
- I require an email address at your organization to manage sending and responses.
- Handling email correspondence with journalists and outlets is billed at the hourly rate.

For further questions, or to schedule a meeting, please contact:

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