

Here's how to structure your media for the in-person pitch, introductory email, and follow-up email using your existing materials:

1. In-Person Pitch Media

For in-person pitches, your focus is to impress with tangible items while providing concise, professional materials that highlight your brand.

What to Bring:

- **Physical Samples:**

- A glow-in-the-dark ornament with a general holiday theme.
- A second sample showing a mockup with a business logo (can be generic).
- Packaged in branded packaging (a box, bag, or clear sleeve with your logo).

- **One-Page Flyer:**

This flyer should focus on your Christmas sale and highlight your offerings. Here's the structure:

Front Side:

- **Header:**

- "50% Off Custom 3D-Printed Holiday Ornaments – Now Through Thanksgiving!"

- **Key Features:**

- "Glow-in-the-Dark, Matte, and Glossy Finishes Available."
- "Fully Customizable Designs – Logos, Clip Art, and More."
- "Small Batch Orders Welcome (10 Minimum)."

- **Visuals:**

- Large, clear photos of your most eye-catching ornaments.

Back Side:

- **Pricing Table:**

- Include clear details about small and bulk order pricing.

- **How to Order:**

- Link to your website and your phone number.

- **Turnaround Time:**

- Mention your quick production and local delivery options.

2. Media for Introductory Email

The email's media should immediately convey the value of your products and direct them to your website.

Attachments/Links for Email:

- **One-Page Flyer (PDF):**

Attach the same flyer you're using for in-person pitches. This reinforces consistency and ensures they have clear information to reference.

- **Embedded Product Photo:**

Insert one high-quality image directly in the email body. For example:

- A glow-in-the-dark ornament in a festive setting with a caption like:

- "Brighten the holidays with 50% off custom 3D-printed ornaments!"

- **Link to Your Website:**

- Highlight your Christmas sale prominently on the landing page.

- Include a brief introduction to your services for those interested in broader customization.

3. Media for Follow-Up Email

The follow-up email should build on your initial contact and highlight why your products are a good fit.

Attachments/Links for Email:

- **One-Page Flyer (PDF):**

Reattach your flyer. Include a note in the email body that says:

- "I've attached my flyer again for your convenience!"

- **Additional Product Image or GIF:**

- Include a second image or animated GIF showing:

- The glow-in-the-dark effect in action.

- A custom ornament or magnet mockup.

- **Website Link:**

- Direct them to the specific page with your Christmas sale and services overview.

- Add a friendly reminder:

- "Visit [Your Website Link] for more details and inspiration!"

General Design and Content Tips:

1. **Keep the Flyer Clean and Professional:**

- Use a festive but not overwhelming design. Balance holiday colors with your branding.

2. **Use Clear, Bold Headlines:**

- Make pricing and the sale offer stand out with larger fonts and contrasting colors.

3. **Highlight Your Unique Selling Points:**

- Glow-in-the-dark, customization, and fast turnaround should be prominent.

4. **Photos:**

- Use high-quality images with proper lighting and backgrounds to showcase your work.

Would you like help writing the specific text for the flyer or drafting a mockup of the email format?