

March 27, 2015

Unique Situation: Editor Rejects Pitch

The Situation:

You have just moved to a rather affluent town. This town has a local free newspaper and it seems everyone reads it. It is a great paper full of small town news, events and advertisements for local businesses. You decide to drop off a pre-written press release, information, and print material regarding your new personal chef business. In addition, you leave a food sample (e.g., Asian noodle salad) along with a recipe for the dish. The editor was there and you did your best to be charming. You introduced yourself, told him that you had just moved to the area, gave him the materials including the food and told him that you are interested in advertising. However, his only reply was “We do not do press releases or stories on businesses because we survive on advertising.”

The Question:

You do plan to advertise with them, but after this initial rejection, what should your next move be? You really want to get a story in that paper because you really feel it will help your business get off the ground.

The above was a situation or encounter as described by a third party. The Culinary Business Institute added a follow-up question for your consideration. Our response to this question is available in the Personal Chef 1-2-3 training program. For now, your exercise is to answer the question or provide a solution to the situation. In some instances you may not have every bit of information – which may affect your decision. If in doubt, plan for a worst-case scenario. Always consider that resources may not be available, time is working against you and that you need to find an answer that benefits all involved plus keeps the client happy. Sometimes there are more than one correct answer or approach.

