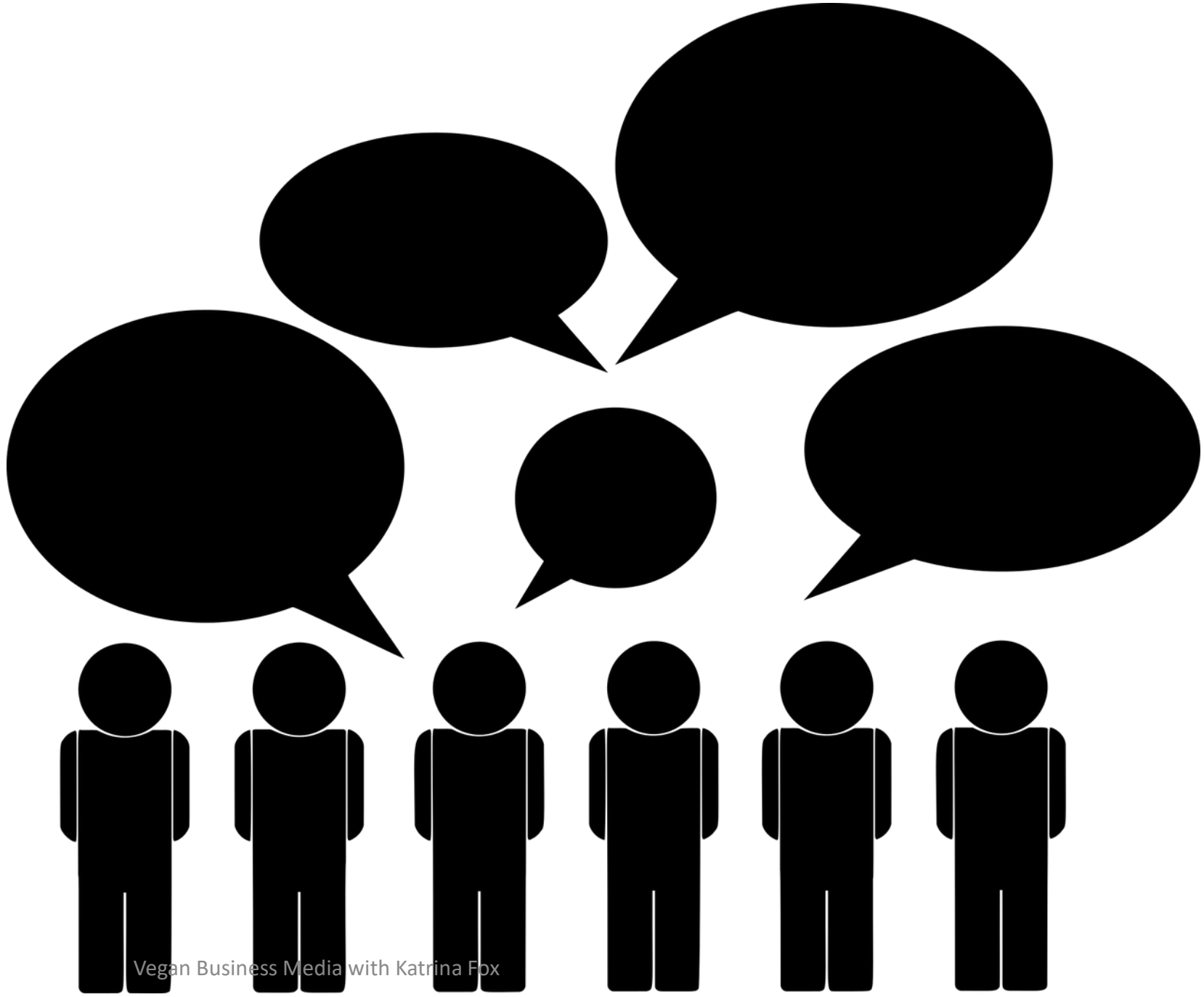
What are callout/query services and why are they important?

JournoRequests

Platforms where journalists post queries or callouts for sources for stories they are already working on

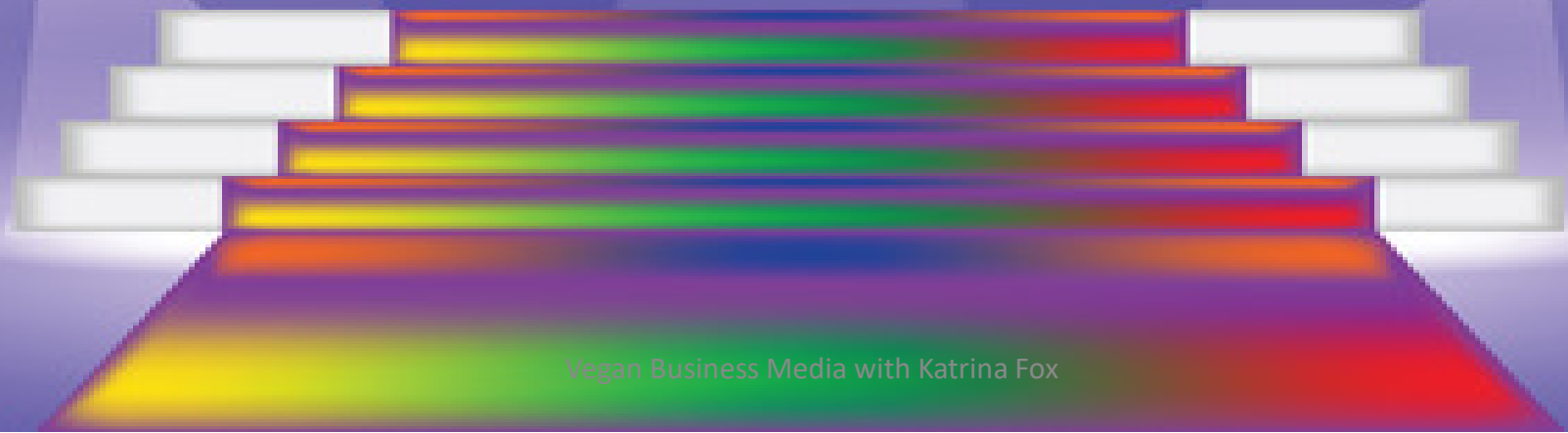
The main free ones are HARO, SourceBottle and Journorequests

Generally seeking experts for quotes



Or can be personal experience callouts eg women who are child-free through choice

The expert ones are great way to showcase your expertise (and get a mention of your brand, book etc)



Personal ones can also be useful, as you often get your profession or name of your business mentioned

"Blah blah blah," says Joanna Blogs, owner of Fabulous Vegan Brand.

Some are callouts for guest posts or articles, often for blogs or online magazines

Some are callouts for interview guests for podcasts, radio and TV

Some are paid opportunities – rare though. Eg women's mags will sometimes pay for real-life stories

Some are branded content callouts ie where you pay a fee to a blogger or social media influencer

It’s easy PR as journalists are already working on a story; you don’t have to come up with the idea

It’s helpful to see what kind of stories journalists and bloggers are working on, which can give you ideas for pitches and what they are looking for

Questions?