



Creating a large publication pitch is different than creating other types of pitches. There's a structure that works. Here is how you create a Fortune Magazine pitch.

First is the first paragraph.

Our goal here is to talk about how that content specifically impacted you. DON'T make it flimsy. You have to get deep with the specifics. It will show that you've done your research and editors like that. Reference something specific from the editor or publication.

The second part is the second paragraph.

This part of the pitch should only be two paragraphs long. The second paragraph is where you talk about how you're an expert.

You show any social proof in the first person. Such as, "I'm an author, blogger, speaker, consultant..." Name drop all your specific social proof — even companies that you've worked for.

The third part is links to your writing samples:

Link to websites other than your website. Make your links transparent — don't hyper link. You also can link to a book you wrote. They want to see published content — not interviews, features, or mentions.

The fourth part is the pitch ideas or article:

Fortune is a publication that requires pitch ideas.

A pitch idea is a headline and a paragraph about what the article would be about. You will need four pitch ideas. The pitch ideas have to align with what's going trending and what editors want to see.

At Fortune, you have to pitch editors directly.

Here are some editors that have responded to pitches:

Digital editor: Andrew Nusca <https://fortune.com/author/andrew-nusca/>

Email: andrew.nusca@fortune.com

Contributions editor: Jake Meth <https://www.linkedin.com/in/jake-meth-143b5b1a/>

Email: jake.meth@fortune.com

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