



A pitch idea is a headline and a paragraph about what the article would be about. The pitch ideas have to align with your core topic, but also speak to what the publication is looking for.

These are potential articles you could write for a publication that are often tied to trending news, celebrity entrepreneurs, and large corporations that are doing it well.

Come up with a catchy headline.

The first part of the idea should highlight the pain point your potential article will address and why it's important.

The second part will talk about how your specific article will solve that pain point.

You can find ideas directly on the publication: <https://www.entrepreneur.com/popular>

You can sign up for a publications email list and see what they're sending: <https://www.forbes.com/newsletter/daily-dozen/#324be2d5157e>

You can search your topic on Google and then hit the "News" tab to see what's happening — in the news — in regards to your topic: [https://www.google.com/search?q=digital+marketing&rlz=1C5CHFA\\_enUS930US930&sxsrf=ALeKk00sbMZSbr73Y3QVntFArIB2LHYVgw:1613050009074&source=lnms&tbn=nws&sa=X&ved=2ahUKewjEwa7G9-HuAhXLzVkkHZ2qC\\_AQ\\_AUoAXoECA0QAw&biw=1201&bih=639](https://www.google.com/search?q=digital+marketing&rlz=1C5CHFA_enUS930US930&sxsrf=ALeKk00sbMZSbr73Y3QVntFArIB2LHYVgw:1613050009074&source=lnms&tbn=nws&sa=X&ved=2ahUKewjEwa7G9-HuAhXLzVkkHZ2qC_AQ_AUoAXoECA0QAw&biw=1201&bih=639)

The idea is to find a strong hook that gets an editor's attention. You create four pitch ideas, per pitch, for each publication that you would send pitch ideas to.

The pitch idea structure is one that you can send to any type of large or paid publications.

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