



The most important thing to understand is that you are pitching a person. You can't focus on just your message or business. You will get plenty of chances for that later. You have to pitch what the editor best responds to.

Your story is great but it's not what's going to get you into a large publication. Your story is what you might pitch for features — a large publication is looking for content.

They want to know what's in it for their readers. Your approach has to be one of how you'll help their readers solve problems related to your topic.

Pitching a large publication is a two-part process. First, submit a pitch that gets you in. Then, you get access to a contributor account. Our goal is to submit a pitch based on what the editor wants to see.

Once you get in and get access to a contributor account, you can write about your topic.

Understand that editors are not entrepreneurs and don't respond in the same way entrepreneurs do. They don't want introductions and you can't build relationships with them.

You'll need patience when pitching large publications.

When you pitch a large publication, your hope is that an editor responds back one way or another. In the world of online business, you're taught to follow-up on pitches, sales messages, interview requests, etc that haven't gotten a response.

The follow-up typically happens in about three days to a week. If you're going to pitch large publications and actually become a contributor, you need a lot of patience. Let me say that again, you aren't getting in if you're not patient.

When you pitch a large publication, your expectation is that an editor will respond in the timeframe YOU would typically respond to someone. If you normally respond in three days, that's what you're expecting from the editor. It's what your mind knows as muscle memory.

Your subconscious thought while you're waiting to hear back is that you would have already responded by now, why haven't they? Let's put this into perspective.

A large publication has about 20 to 40 editors that edit articles for 2,000 to 4,000 contributors. They also run summits, write articles themselves for the publication (it's mandatory), handle tech support issues from contributors, and get pitched HUNDREDS of times every single day by new people.

That's what you have to overcome when you're pitching. Editors won't respond on the timeframe you're used to dealing with. An editor's response time is not going to measure up to your expectation of how quickly they should respond.

If you follow-up too soon, too often, or in an aggressive way -- they'll just delete your email and you'll never hear from them. The reality is that they don't need your pitch, they've got plenty of others.

Want to get published and paid? Adjust your expectations and be patient. If you sent a pitch that they feel is a good fit for their publication, they'll respond.

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