



Creating a large publication pitch is different than creating other types of pitches. There's a structure that works.

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:

If it's a publication that requires a full article (such as the HuffPost, Fast Company, etc.), you'll add it in the body of the email.

Some publications (such as SUCCESS Magazine, Forbes, Business Insider, and AskMen) require 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 your core topic.

More on pitch ideas in the next lesson.

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