



To get published in the print editions of large publications, you have to show that you're an expert on your topic and you'll need writer social proof.

Getting published in their online edition is the first step that could help but it's not necessary.

Print editions are especially looking for established experts in a topic. If you say you're a digital marketing expert, but your foundation is mixed with a bunch of other topics, you won't be seen as a digital marketing expert.

There has to be clear, practical, and tangible branding throughout your foundation.

Print edition editors will look up every single writing sample you offer. They are very interested in your style of writing more than an online editor would be.

They will also check your social media platforms to make sure you don't post anything offensive that could come back on their magazine.

Understanding pitching:

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.

The first part of the pitch is the subject line:

The subject line always comes from content of the editor or publication. Most subject lines will be something like "RE: becoming a contributor, or your article" and so on. DON'T use these.

We want our subject line to be different. Our goal is to create curiosity, which is why we take our subject line from content — it will make you stand out. The best subject lines are one to seven words.

The second part 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 you've done your research and editors like that. Reference something specific from the editor or publication.

The third part is the second paragraph:

This first part of the pitch should only be two to three 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..." You don't need a ton but highlight anything you can. Name drop as much as possible.

The fourth part is links to your writing samples:

These are SUPER important to print edition editors. You must link to somewhere other than your website for print editions. Make your links transparent, never hyperlink. Also link to podcasts, video interviews, or a book you wrote.

The fifth part is the pitch ideas:

For print editions, the four pitch ideas will be a mix of third-person topic based content depending on the publication. Some can be in the first person.

If I were pitching SUCCESS Magazine, here is a mix of pitches I would use:

1. The One Self-Limiting Belief That's Destroying Your Personal Growth

There's an inner struggle that every person faces. This struggle can start as a small voice in our minds but grow into a loud roar that we can't escape from. There's a reason why too many people aren't doing the work to become the best versions of themselves. They feel like they're not good enough.

They feel like they don't deserve a better life. They are always waiting for the "other shoe" to drop. All of these self-limiting beliefs stem from one major belief: low self-worth. This article will talk about the self-worth struggle we all face. It will help the reader identify their self-worth issues, and offer ways for the reader to overcome this major self-limiting belief once and for all.

2. 5 Ways Struggles With My Weight Kept Me From Living My Purpose

I have struggled with my weight most of my adult life. On three separate occasions, I have lost over 150 pounds only to gain it back months later. In the last six months, I have lost over 90 pounds but in a healthy way. I hired a personal trainer. I've eaten foods that nourish my body.

I've made this journey a lifestyle change. My weight has kept me from living out my purpose of helping others through writing and speaking publicly. I've felt self-conscious and it's turned off those I want to help because the lack of control of my health didn't instill confidence.

There is one major belief that has helped me change my health in a way that will last: I've learned how to love myself. Understanding self-love and self-care have been life-changing. This article will demonstrate how true self-love will help anyone make decisions from a better place and in a way

that sticks. It will show the reader that when you love yourself, you make healthy decisions because you understand you deserve only the best.

3. The Power of the Uncomfortable Mindset

It's said that if you're comfortable, you're not growing. The most explosive growth happens when someone does the things that make them uncomfortable. There is power in stepping outside of your comfort zone and doing the hard things that scare you but lead to growth. The "uncomfortable mindset" is when you decide to embrace what makes you uncomfortable because you know that's how you'll grow in every area of your life.

This article will teach the reader how to develop a mindset that specifically goes after the areas in their life that need the most growth, and how to use the tactics and growth strategies that don't feel comfortable. It will teach the reader the power of embracing what most people run away from.

4. There's Nothing Stopping You From Living an Unlimited Life (and Why You Need to Understand This)

When we're young, we're filled with dreams and hope of all the things we want to do and be in life. As we get older and go through the growth process, we lose that innocence and pure joy. We start to listen to what society tells us we should do with our lives. We're sold someone else's dream and we believe it hook, line, and sinker.

This article will talk about the importance of dreaming again. It will talk about setting what feels like "impossible" goals because we deserve to live the life of our dreams. It will show the reader that you can live an unlimited life when you focus on what you want and then put in the work to make it your reality.

The article will show what that "work" is and how to do it daily. It will teach the reader to stop waiting for permission or outside validation to do what lights their heart and soul up.

You then end with a thank and your name.

If you have any kind of signature line stuff, remove it. Spam filters can flag those. The formatting has to be clean. You need the same size and style of font throughout the email. No weird spacing issues.

Go through and use grammar tools to make sure the grammar is as good as possible. I use Grammarly: <https://app.grammarly.com/>

I made a video showing you how to create pitch ideas: <https://vimeo.com/280753822/a912835cf2>

The large publication print editors:

Fast Company: Noah Robischin <https://www.fastcompany.com/user/noah-robischon>.
Email: noah@fastcompany.com

Inc Magazine: Jon Fine <https://www.inc.com/author/jon-fine>. Email: jfine@inc.com

Forbes: Randall Lane <https://www.forbes.com/sites/randalllane/#6bba28907176>.
Email: rlane@forbes.com

Times Magazine: Edward Felsenthal <http://time.com/author/edward-felsenthal/>. Email: edward.felsenthal@time.com

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