



Pitching Tips

Super practical & actionable tips on pitching to editors

1. Research - make sure you know the target market they're aiming for & make it specific to their audience.
2. What makes your story unique, new and different?
3. What makes you the expert? What's your credibility?
4. Can you pitch a series, and not just a 'one-off'?
5. Write it for the audience, it's not about you
6. Can you provide credible supporting evidence?
7. Do you have the right contact details for the editor?
8. Offer more than 1 idea, but no more than 3
9. Have you reviewed your social channels for consistency?
10. Have you downloaded The Winning Formula to help generate your ideas?

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