



Content Pitching Template

Subject Line:

- [A concise and captivating headline that summarizes your pitch]

Email Greeting:

- Dear [Editor's Name],

Introduction:

- [Introduce yourself briefly. Mention your background and any relevant experience or credentials.]
 - Example: "My name is [Your Name], a freelance journalist with a focus on [Your Niche]. I have previously written for [Previous Publications], and my work has been recognized for [Any Awards or Notable Achievements]."

The Hook:

- [Start with a compelling hook to grab the editor's attention. This could be a startling fact, a recent event, or a unique angle on a common topic.]
 - Example: "Did you know that [startling fact/statistic]? This is just one of the surprising insights I've uncovered about [Topic]."

Pitch Summary:

- [Provide a brief summary of your story idea. Make it clear, concise, and engaging.]

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- Example: "I would like to propose a feature article on [Topic], exploring [specific angle or focus]. This piece will delve into [brief description of the key points or themes]."

Relevance:

- [Explain why this story is relevant and timely. Connect it to current trends, events, or discussions that make it particularly pertinent now.]
 - Example: "With the recent [event/trend], this topic has gained significant attention, making it the perfect time to explore [specific angle] in-depth."

Details:

- [Expand on your pitch by outlining the key points or sections you plan to cover. Mention any exclusive information, interviews, or unique perspectives you will include.]
 - Example: "The article will cover the following key points:
 1. [Point 1]
 2. [Point 2]

[Point 3]

3. I have lined up interviews with [Expert/Source] and have access to [Exclusive Data/Case Study]."

Audience Engagement:

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- [Describe how your article will engage the publication's audience. Highlight any multimedia elements or interactive components you plan to incorporate.]
 - Example: "This piece will be complemented by high-quality visuals and infographics, which will make the information more accessible and engaging for readers. Additionally, I will include interactive elements such as [polls, quizzes, etc]."

Conclusion and Call to Action:

- [Wrap up your pitch with a strong conclusion and a call to action. Suggest a next step or ask for feedback.]
 - Example: "I believe this article will resonate strongly with your audience and provide them with valuable insights into [Topic]. I would love to discuss this idea further and explore how we can bring this story to life in [Publication Name]. Please let me know your thoughts or if you need any additional information."

Contact Information:

- [Include your contact information and availability for follow-up.]
 - Example: "Thank you for considering my pitch. I am available at [Email Address] and [Phone Number] if you would like to discuss this further."

Email Signature:

- [Your Name]
- [Your Title]
- [Your Website or Portfolio]
- [Social Media Handles]