

Bonus: The Road Tested Pitch Template

I hope you enjoy this free bonus! I took a bunch of my successful pitches, broke them down, found what worked, and created a template based off of those pitches. The Road Tested Pitch Template is the result, and with this to guide you, you'll be able to develop a pitch that suits your voice and helps to get you published.

Here are some notes to keep in mind:

- Customization: This template is a little barebones, I know, but that's on purpose! I've given you the framework because that's often the most difficult part to create. **Change it up to fit your voice.** If you just fill in the blanks, it won't sound like you.
- Shortness: You'll notice this is short. That's important. Editors don't have time to dilly-dally; they need short, sweet, and to the point. That's exactly what this template is. Aim for shortness in your queries. 200-400 words is a good range to aim for.
- Experimentation: This deserves repetition—this template may not fit your tone of voice perfectly, so I encourage you to experiment with this basic structure to find out what works for you.
- Specifications: Make sure you include anything that the writer's guidelines request. So if they want a 500x500 photo of you, send one! **Read the guidelines thoroughly and carefully.**

Now here's the pitch template, followed by an example pitch using the template:

Hi [Name of Editor],

I have an article idea I know [Publication Title] readers will love, and I'd be honored if you'd consider it for publication.

My [word count]-word article "[Name of article]" will discuss [subject here]. I will [more about your subject here].

A little about me: [Bio here]

I can have this article ready by [date here]. Does that sound good to you?

Sincerely,

[Your name]

Example Pitch

Hi Jacob,

I have an article idea I know Freedom With Writing readers will love, and I'd be honored if you'd consider it for publication.

My 750-word article "How to Get Paid As A Grant Writer" will discuss how writers can find high-paying grant writing opportunities. I will share grant directories and go into detail on how to apply.

A little about me: I'm a freelance writer specializing in marketing and freelancing, and I've been published on sites like WealthFit and The Penny Hoarder.

I can have this article ready by Saturday. Does that sound good to you?

Sincerely,

Ian