

Sample Pitch Letter

Subject line: [KEEP IT SHORT AND COMPELLING]

Dear [FIND OUT NAME OF PUBLICATION'S EDITOR],

I'd like to write an article for [USE NAME OF PUBLICATION] about [INSERT VERY SHORT EXPLANATION OF ARTICLE TOPIC HERE]. [YOU CAN EXPAND A BIT ON ARTICLE TOPIC HERE NOW THAT YOU'VE GOT THEIR ATTENTION].

This piece would fit well into your [INCLUDE SECTION OF PUBLICATION WHERE ARTICLE WOULD BE BEST SUITED] section at a length of [INCLUDE SUGGESTED WORD COUNT THAT'S APPROPRIATE TO THAT SECTION] words.

[GIVE ONE- OR TWO-PARAGRAPH EXPLANATION OF THE ARTICLE YOU WANT TO WRITE AND YOUR APPROACH].

[LET THEM KNOW WHAT YOU'VE GOT GOING FOR YOU, THAT IS, ACCESS TO GREAT INTERVIEWEES, IN-DEPTH KNOWLEDGE OF SUBJECT, ANY SORT OF WRITING EXPERIENCE].

Please let me know by [GIVE THEM A RESPONSE DATE SO THAT YOU CAN PITCH TO OTHER PUBLICATIONS IF THEY DECLINE] if you'd like to publish the piece. I'm open to direction on length, approach, and additional interviews.

Thanks for considering.

Sincerely,

[YOUR NAME]

[YOUR PHONE NUMBER]

[YOUR EMAIL ADDRESS]

[YOUR WEBSITE, IF RELEVANT, OR LINKEDIN PROFILE]