

Pitching ideas and getting commissions

Course Overview

As all experienced freelance journalists know, coming up with a great idea and writing an interesting article is only half the battle. Unless you know how to sell your ideas even the most brilliant work can end up unused. Understanding who will be interested in your story and what will make your idea attractive will drastically increase the number of commissions you receive. This one day course will teach you how to sell your ideas by phone and by email and who to pitch them to in order to get commissions.

Course content

INTRODUCTION

Understanding who will be interested in a story and what makes an idea attractive to a publication

WHO TO PITCH YOUR IDEAS TO

Deciding which editors to approach
Tailoring your pitch to different editors

HOW TO PITCH YOUR IDEAS

Selling your idea by phone
Selling your idea by email
How to 'blanket' pitch

PITCHING BY PHONE

Creating a good contact list
There is an art to selling your ideas on the phone; what to say and what not to say

PITCHING BY EMAIL

Your email must capture the editor's interest and make sure they read your proposal. Learn to create short, succinct emails that convey the message and interest of your story idea.

THE IMPORTANCE OF ATTENTION-GRABBING HEADLINES

A headline can make or break a story. Many editors commission story ideas based on the headline alone. We show you how to write clever, attention-grabbing headlines that will get you those vital commissions.

WRITING YOUR PROPOSAL

How to structure a proposal
Deciding how long a proposal should be and how much information to include.
Why it's important to include case study pictures in your initial story idea
How to present an idea in different ways to enable you to pitch to several different publications

WHEN AND HOW TO FOLLOW UP YOUR INITIAL PITCH

How long after you've sent in a proposal should you start pestering the editor? Learn how to enquire about your idea and receive useful, constructive feedback, even if your idea is turned down.

HOW TO BUILD RELATIONSHIPS WITH EDITORS

A good relationship with a commissioning editor can lead to last-minute commissions, regular employment and recommendations for other work.

HOW TO APPROACH NEW CONTACTS

How to 'sum up' your skills and experience

How to develop ideas suitable for different magazines and papers.

QUESTIONS AND ANSWERS