



Show Notes

Season 3, Episode 4:

A freelancer's guide to pitching – our tips

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What's in this episode?

Pitching can be tricky – especially with a new editor or client – and with all the new sensitivities at play now it can be hard to find the right words. Lynne and Rachel talk about the right way to pitch and how to find new avenues to showcase your work.

Why pitch?

Sometimes people forget about you, or they think you can only write one thing. If you just do health stories for a magazine, they might not realise you can also pull together a quick first-person opinion piece. It's a great way of showing initiative and news sense to a new or existing client.

Demonstrates your expertise and understanding of SEO or content marketing. Shows that you can be strategic in your work.

Who to pitch to?

Everyone! Try your existing clients and see if you can expand your work – make two blog posts out of one topic; align their brand with a current event or trending story. Even in tough times, some editors are still accepting pitches from their regular contributors.

Draw up a wishlist of clients or editors you would like to work for. Take a good look at their publications or website to see what sort of opportunities they might have.

Try a new niche. Use [Rachel's List's Google doc of companies still accepting pitches](#) during COVID-19.



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Think beyond the words

If you have other skills under your belt, consider different ways of storytelling – whether it's for a corporate client or a digital editor. You could pitch an idea for:

- A long form feature
- A social campaign
- An infographic
- A lead magnet – ebook, white paper, checklist, downloadable template
- A series of blog posts
- A podcast
- A case study or series of case studies
- A series of testimonials (where you do the legwork with the client's customers)
- A Q&A series
- An ecourse
- A series of eDMs
- An email automation series for a product or service
- A webinar you project manage for your client
- A series of product promotions
- Videos
- Polls or quizzes (fun or information-gathering)
- Promo products your clients can send to trusted customers
- Media releases
- Landing pages
- Tweak existing website copy / microcopy
- Editing / updating / republishing existing posts (if the client has a huge backlog of content that needs this)
- A FB or Google ad campaign
- An SEO audit / backlink audit / metadata + keywords

For freelancers with the right skills, there are literally so many ways you should be pitching your services right now.

That old PR phrase – don't let a good crisis go to waste – is icky, but spin it in regards to using this quiet time to plan ahead, write and produce heaps of content. It's just the time to fix any website issues,



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work on a flashy new white paper or lead magnet ready to unleash ... and the clients who've been most proactive in this quiet time will be streets ahead of their competitors and ready to jump into action. *PRESENT this time as an OPPORTUNITY for them to get organized and get ahead with their content needs.*

Do your research

Research your market. This might take longer than you think but it's a necessary part of the process. Why? Because if your first pitch is rejected you have other potential homes for the story.

MAGAZINES You need to know the publication you are pitching to. Read it, buy the latest issue (or borrow from your library). [Zinio](#) is a great resource of magazines if you want to do some research. **Also** [issuu.com](#). If you're a library member you can often also browse back issues of magazines online.

WEBSITES Know the section. Know what they've done before, way before you send a pitch through.

CORPORATES LinkedIn is a great way to find corporate clients that might use content writers. Search for Content Managers/Digital Content Managers and start connecting. Research the companies that come up in searches to see what sort of content they have on their website.

I believe Lindy Alexander is covering this in her upcoming course so keep an eye on [The Freelancer's Year](#) for updates.

A note on coronavirus content. A lot of publications are looking for this, or related coronavirus content and to get ideas you could look at:

- [Google Trends](#)
- [Answer the Public](#)

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Neil Patel is a great one [to follow on Quora](#) – and using Google Trends and the questions people are asking on Quora can be a good way to find content ideas right now.

Follow up

In our experience, most editors don't ever respond to the first pitch. Most do to a follow up and if you don't get a response after three emails, let it go. Lynne also feels if respond quickly they also don't pay quickly...! If someone suggests that now is not the right time, make a note to follow up in a month or so.



Monitor your efforts

We cannot stress this one enough. If you don't have a solid record of what you're pitching and where, know when to follow up, and measure the success of your efforts, you can't improve, you forget to repitch, and potentially great ideas just get lost in the ether.

Whether you use a tool like the [Rachel's List pitch tracker](#) or have your pitches on a white-board, or just

scrawled in a book – make sure you monitor and measure them.

Grab 50% off our pitching masterclass and revamped pitch tracker with the [Pitch Perfect Freelance Bundle](#) – code [PODFRIEND50](#)

That's it for this episode. Hope you've found these show notes useful. Cheers, Rachel and Lynne

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