



## Show Notes

### Season 5, Episode 11:

Your guide to successful pitching with freelance journalist John Burfitt

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### What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to John Burfitt about all things pitching

### This week we cover...

- The importance of wearing your business hat as freelancers
- Common problems freelancers have with pitching
- Why you always have to be aware of your pipeline of work
- John's pitching routine, how often he does it and his system
- Why John's mantra is 'Pitch, don't bitch'
- How easy it is to stay in our 'pitching bubble' and think we can only pitch the outlets we know or have worked for before
- Tips on finding great ideas to pitch and how many ideas to pitch at once
- The strong / weak pitching formula that can work in your favour
- Why you can't let rejection stop you pitching and a real-life example
- How to not take rejection of your ideas personally (it's a numbers game, and you're a business – it's *not* personal)
- Why editors love freelancers who pitch and are desperate for good pitches on a regular basis (you're doing them a favour!)
- John's best pitching strategies and tips + scripts for following up
- Why you should re-nose ideas before re-pitching them
- Think about how to make yourself employable and busy
- And much more!

### 9 useful blog posts on pitching

1. [10 ways to generate story ideas](#)
2. [How to pitch \(and get a yes\)](#)
3. [My 8 rules for pitching](#)
4. [Where am I going wrong in my pitches?](#)
5. [Where does your inspiration for pitch ideas come from?](#)

Got a question? Email us at [thecontentbyte@gmail.com](mailto:thecontentbyte@gmail.com)



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6. [Is it ever okay to do simultaneous pitches?](#)
7. [How to successfully pitch an editor](#)
8. [No word on your pitch? How to cold call](#)
9. [Do men pitch differently to women?](#)

### Systems + training

- [Pitch tracker](#)
- [Masterclass: Pitching! Secrets from editors in print, digital and custom media, plus how to pitch your services to corporate clients](#)

### Where to find John

- Website: [www.jbmedia.com.au](http://www.jbmedia.com.au)
- LinkedIn: [www.linkedin.com/in/johnburfittsydney](http://www.linkedin.com/in/johnburfittsydney)
- Twitter: [twitter.com/JohnBurfitt](https://twitter.com/JohnBurfitt)

That's it for this episode. Thanks for listening!  
Cheers, Rachel and Lynne