

Syllabus

Define Goals of Class – what is a pitch, explain how pitching leads to staff and freelance opportunities.

Lay out the process of the pitch, including the sales portion – importance of phone calls to editors, coming up with own projects. Understanding you can't wait on assignments but need to make your own opportunities.

Create a Pitch Together – from a clever hed, to a pitch that reads like a mini-mini-article. Stress importance of always including a source you'll use as a way to legitimize the pitch further.

Review packet containing negotiation, projects which sold for four-figures

Lily Pad Theory – how to write about fields other than your expertise. If dog magazine writer wants to write for film magazine then pitch an article about dog films. After that article is sold, you can be known as a film writer from then on.

We'll talk about networking and different organizations that can be helpful. Get into business cards, to have a web site or not, etc.

Discuss other pitching to be done. Pitching for online writing assignments – usually a faster turnaround decision because they put things up quicker on sites. We'll pick out Web sites to pitch to.

Talk about how low-paying or even free writing can help pitches. If you want to break in to new areas, quality articles can be golden. Consider future value: if you write something for 10 cents a word and it nets you thousands of dollars in future articles based on the clip then thousands of dollars was the true value of article.

Though not a course about how to write great articles (that's another class), we'll talk briefly about how to be more efficient in the writing process – importance of typing faster than people talk so transcription time kept to a minimum, how to do interviews fast so not to waste your time or theirs (great way to keep sources for life). Quicker you write articles the more time you have for pitching and vice versa.

You sold your pitch and wrote it – now what? How to immediately pitch editors new assignments – and the differences between a cold pitch and a pitch to someone you now have a relationship with. Also, discuss how to negotiate your rate if it comes up during relationship.

Let's look at the results of the course. Break down the pitch process again with what we now have learned.

Q & A about anything dealing with staff, freelance or anything else that relates.

