

The Freelance Writer's



Pitch Clinic Session 1: “Let’s Make Your Story Idea Not Suck!”

Presented by Carol Tice and Linda Formichelli

CAROL: I’m Carol Tice, and welcome to our first session of Pitch Clinic! I’m here with my teaching partner Linda Formichelli to do one of our favorite trainings: “Let’s make your story idea not suck.” This is a fast-moving, fun session where our Pitch Clinic students hit us with their best story ideas -- and we help you make them better.

If you haven’t yet registered for Pitch Clinic, we hope you enjoy this chance to hear what goes into a salable idea. If you’re interested to join us in Pitch Clinic, feel free to check out the complete course at <http://www.usefulwritingcourses.com/courses/pitch-clinic>.

We created this course because of a big problem in freelance writing. In fact, it might be the BIGGEST problem in freelancing.

What happens is, you write a query letter, or you send out a letter of introduction to a publication or a business you want to write copy for ...and then nothing happens. They never reply. It’s increasingly common. Editors are just too busy, and if they didn’t love your idea, you just hear crickets.

You pitch a few blog-post ideas to a business blog, and you hear...nothing. You introduce yourself to a trade-publication editor, maybe mention a quick idea, but you never hear back.

And that means, you have no way to improve. You don’t know what you’re doing wrong!

With Pitch Clinic, you've got two writers who have spent a TON of time sending pitch letters -- over 35 years combined! -- and learning what gets editors to sit up and say 'yes.' We also have our two pro editors who'll be joining us for query critiques in the forums -- longtime former Entrepreneur editor Peggy Bennett, who has edited at magazines like Entrepreneur and Allbusiness.com, and Heidi Raschke, a former editor at Minneapolis-St. Paul Magazine and many others.

LINDA: We have reviewed hundreds of pitches in our Freelance Writers Den community, and over time, we realized most of them had the same basic mistakes.

To set this up, here are five of the most common mistakes we see:

1. **CAROL: Ideas that are too general** -- you've got a book topic, not an article idea. You need to think about ideas that you could write up in maybe 1,500 words max, and as little as 300 words if an editor wants you to do the idea as a short. Look on Amazon...if there are entire books dedicated to your idea, that's a sure sign it's too broad. Try to pull out one thin slice of the idea to broaden into an article.
2. **LINDA: Your idea is too narrow** -- Your idea is basically one tip -- for example, you want to do a health article where every malady is corrected by taking magnesium supplements. Or you've narrowed down your audience so much that your idea wouldn't resonate with a magazine's readership. For example, you want to write about a problem that happens only to Hispanic women over the age of 50 who live in the Midwest. Okay, I totally made that up, but you get the idea -- you want to work on ideas that are relevant to a high percentage of a magazine's readership.
3. **CAROL: No news hook** -- A frequent issue for new writers is they think of ideas where there's no news hook that drives the editor to want to run your idea right now. For example, you want to write about type 2 diabetes. But why would an editor want to run that now? What's new about it people need to know? Is there a new study that just came out, a new book by a well-known author, a new survey that shows the problem has skyrocket in the last year? I have to say, if you have a really strong, unique, awesome idea, you can sometimes get away without a news hook, but it really is a good idea to think about what makes your idea new and fresh. And guess what?

We've got a bonus in Pitch Clinic on how to develop one and make your query irresistible to editors.

4. **LINDA: You don't study the publication** you want to write for -- we see writers pitching shopping ideas to health publications, consumer ideas to trade magazines, and more. These days there's no excuse. Almost every magazine has at least some of their archives online, along with a mission statement. You can even often find or ask for a publication's media kit, which outlines the readers' demographics and upcoming topics the magazine will tackle.
5. **CAROL: The article is about you, your advice, or your friends.** I totally understand that new writers want to write about their own experiences because it's easy and not scary, unlike having to find and interview experts. But the fact is, almost all good-paying nonfiction is reported, and you and your ideas are not in the story -- you are just the reporter, getting information from experts and the real people affected by the issue. You might be able to open your pitch with a personal anecdote, depending on the magazine you're pitching, but that's the extent of it. The word "I" rarely appears in a pitch or an article. And using your friends as sources is a conflict of interest, and lazy reporting.

LINDA: That gives you a few of the broad strokes of where queries go wrong. Now, let's take a look at our students' ideas and help them make them better!

CAROL: Quinn - Wethersfield

Give Your (Weaving) Some Historical Lustre Description: With every fleece, history is being made at the last working spinning mule in the US, 195-year-old Bartlettyarns. The old wooden machines add a natural lustre to the yarn that you can't get anywhere else.

Target Markets: Fiber Arts: Weavers, knitters, crocheters, and spinners (Bartlett Yarns sells round roving for spinning as well as yarns)

Tourism: New England and Maine History: General, reenactment oriented (source for historically accurate material) and 2 NatGeo mags geared towards children

Educational/Parental: 1st graders at TK use yarn from Barlettyarns as they're taught to knit as a way of giving them fundamental math skills.

CAROL: Quinn, this seems like a solid, valid idea for a single-company profile -- nice job! I think that headline probably needs a dek that fills us in a little that the story is about a historic yarn maker.

I checked them out and they do seem unique. I'd think if the knitting magazines haven't profiled them before (you'd have to check), that might be an easy sale for a short piece, maybe 300-500 words. For tourism, they'd probably be part of a roundup of things to do in that region that are historically authentic.

I don't know how interested children are in yarn quality, so I think that's the weaker angle here. Adults who appreciate the history, knitters who care passionately about their materials, reenactors -- those are probably your best shots. There ARE a lot of reenactor magazines out there, so you might explore that, especially if it became a roundup of several things in that region that might be of interest to them in learning about historical accuracy of that time period.

I'll throw one other angle at you -- I wonder if there are manufacturing trades where you might sell this. "Lessons from a nearly 200-year-old manufacturer on how to stay relevant." Manufacturing is such a beleaguered sector of the US economy, I think you might sell and resell that to different types of manufacturing trades, but certainly to apparel-industry manufacturing trades such as Apparel Magazine. In our class, we go into how you can research and find these publications, which aren't on the newsstand.

Of course, this would also work as a roundup where you interviewed several owners of longstanding manufacturing plants about how they've survived. Editors just love roundups, because of how easily profile stories can come off like PR for that one company. It always seems more impartial as a roundup -- and packs more expertise into the story, which benefits readers.

LINDA: Beth - Plano

How can women fix prolapse issues without surgery. Thousands of women suffering from prolapse have healed naturally by doing specific exercises and correcting posture.

LINDA: Interesting! My main question is how many women are affected by uterine prolapse, and what age range they typically are. If this is a relatively rare problem, it may not be relevant to enough of a health or women's magazine's readership.

But if that is the case, one thing you can do is include the prolapse idea into a roundup of maybe 5-7 plumbing problems women can fix naturally. (As long as they don't all have the same solution!) When you do a roundup, you increase the percentage of women the article will be relevant to.

CAROL: My question would be what magazine this is for, as you didn't state one. Study your publications and see who would tackle this kind of topic.

CAROL: Beth - Nashville

Story Idea for Horse Illustrated: Rehoming Your Unrideable Horse

The article would explore five to seven humane options for owners who have chosen to rehome a horse that can't be ridden.

CAROL: Beth, this seems like a solid idea, if that magazine hasn't run a piece about this in the past couple years. You'd need to check. It would be especially strong if there are new resources, or you could provide names of organizations that might help you. It would need to include a story from someone who said goodbye and rehomed their horse, as well as an individual or organization that took an unrideable horse, and experts that could share best practices for this transition. I wonder if there might be a sidebar about knowing when your horse shouldn't be ridden anymore -- that would probably be a great service angle to include.

LINDA: Rohi - Pune

Five Scientifically Proven Ways to Be More Happy [Mindfulness, Gratitude, Forgiveness, Generosity, and Free Writing]

LINDA: Rohi, this is a great idea -- but it's so great that just about every health, spirituality, and women's magazine has already covered it! In fact, I'd say it's about time to start looking deeper into these old tropes and see if there's something new to say or even a way you can contradict it for a refreshing look.

For example, EVERYONE says you need to cultivate forgiveness to be happy. But maybe there are times when it's best NOT to forgive? Or maybe people are hurting themselves by forgiving too easily when they have a legitimate gripe of when someone has truly done them wrong?

Keep thinking about this idea. Mine it like crazy, because it's ripe for a new spin!

CAROL: I love Linda's idea of turning this classic on its head and finding a contrary angle. Great idea! That's the kind of creativity that makes editors really sit up and take notice.

LINDA: Lilianne - Fairfax, VA

'Un journal d'hiver/A Winter's Diary' As artist-in-residence at the Yvonne Jean-Haffen Museum in Dinan, Brittany, DC resident Lilianne M's personal journal captures the essence of life in a small French town. Her delightful illustrations complete the picture. Entertaining and insightful. I would like to pitch to France Magazine which is based in Washington DC. They have an essays section but I have never seen an essay in journal form. Some extracts of my journal will be published on the online review A Woman's Paris.

LINDA: I'm a little confused...are you suggesting profiling yourself or publishing parts of your journal? And illustrating it? That does sound like something that would work for a regional magazine that runs personal essays, but Pitch Clinic focuses on reported articles that you would need to query. So what can we do to turn your experiences into a reported article?

Remember, earlier we talked about how WE and OUR EXPERIENCES are typically not part of a reported article. Maybe you can pitch a travel article that's a roundup of small, rural French towns that most people don't think to visit? Or an article for an artist's magazine on the best towns readers can visit to get inspiration for their art? You could even divide this up by the TYPES of art they do. For example, THIS type of artist will get good inspiration here, while another type might be inspired somewhere else.

That's just a couple ideas I spun off your experiences. When pitching reported pieces, do mine your life for ideas, but think about how you can spin them into articles that will help readers in their own lives.

CAROL: And then you could have your memoir noted in your tagline, so that promotes it. Authors do this sort of thing all the time.

CAROL: Christina - Los Angeles

Why Bother With College for a Computer Science Career?: With the advent of free online resources, GitHub, and programming bootcamps, it's easier than ever to embark on a new career in computer science without a degree.

CAROL: Christina, this is an interesting idea, but I think it needs some sculpting.

I've got a couple of first reactions here. One is -- what publication is this for? I'm not thinking of one that would carry this. Maybe a tech blog. But in terms of good-paying magazines, I'm coming up empty. College/career publications wouldn't touch it, since they're for college students and grads.

The other is that you'd have to really PROVE that you can embark on a computer science career without a degree. You'd need to find a self-taught person who's now got a great-paying job in tech, without a degree. You'd also need to identify a few specific tech career paths where self-taught will work -- it would have to be beyond the general to specific skills that make you employable from learning it online, on your own.

While it's true that you can learn some tech skills online these days fairly easily and cheaply, I'm not clear that companies that hire tech help consider that as good as a college computer science degree. You'd also need to talk to hiring managers and hear them say they'd take a chance on someone self-taught, and they don't use their local university as the 'farm club' for hiring. I think they still do...so I'd want to see you do a couple interviews and make sure this premise is true before you pitched it around.

Otherwise, you could end up in an embarrassing and time-consuming situation where you're never finding a real person example, and you're hearing hiring manager after hiring manager say, "Oh, we like all our new hires to be at least

A.A. grads from our local community college." You'd need to network around and find that self-taught hire who's earning well.

Online training is great for learning what you need to know if you want to code your blog or something...but does that really work as a career step? You'd need to nail that down. A lot of story ideas are like this -- you might *think* this happens, but you'll need to bring your editor the evidence right in your query, or they're going to be leery of assigning it.

I think it's more likely that if you're an entrepreneur starting your own business, you can be self-taught. This might need re-angling, and then maybe could sell to a business magazine like Entrepreneur or a city business mag, if it focused on self-taught entrepreneurs in a single city. This re-slant could give you a better story, or one that's easier to document. You'll have to do some research and see if your initial slant holds water.

LINDA: Joan - Milwaukee

Story idea: Click Your Way to Style! Online style and shopping services like Stitch Fix & Golden Tote are gaining in popularity. How do they work and should I try one? I plan to pitch this to Self, Health and Women's Health

LINDA: Joan, this is a good start to an idea. The main problem is that these services aren't really new...Carol's done a lot of business writing and she tells me they've been around for a while. So what can you bring to the topic that's NEW? One good idea could be to target some retail trade magazines with a story on what brick and mortar stores can do to compete with services like these. Are there ways THEY can incorporate some of these ideas into their businesses? And that's just one way you can slant it. Pick that idea apart, spin it in different ways, and you'll find lots of salable ideas you can pull out of it!

CAROL: I love Linda's angle, and I agree -- this is too rudimentary, 101-level stuff, as a consumer pitch. It's essentially, "I've noticed there are online shopping sites," when Gilt Groupe, one of the early online designer flash sale sites, has been around since 2007.

One way you could do it for consumers that might give it more of a 'current' feel is to perhaps profile 5-7 startup sites in this space that readers may not

have heard of yet, that perhaps have new angles to how they conduct their sales.

Another would be to compare/contrast the 5-7 biggest or longest-established sites of this kind. Their models vary -- at some you have to pay to join, some do only one-day flash sales of very limited quantities of exclusive items, some like Zulily do bulk buying only and nobody gets the garment if they don't make enough orders for the item...so you can explain how they differ. A style magazine might even take an assignment to have you buy through several of the sites and contrast your experience -- how was customer service? Quality of merchandise? So that gives you a few angles on how this might be refined to be more newsworthy and current.

But the bigger problem here is market match -- your target magazines aren't a fit for this. Health magazines don't write a lot about shopping online for luxury goods. Self's main departments are Fitness, Food, Body, Workout, and productivity or "Time makeover," so I'm not seeing a fit there for this idea, either. There are certainly plenty of lifestyle and style magazines that might be a fit for this, but you need to do your research and find one where this would be appropriate.

LINDA: Tiana Tozer - Portland

[Edited for length] I want to write about how the biggest bullies women encounter are other women, and how we need to encourage one another.

LINDA: Tiana, the way you wrote this, it's VERY broad and also comes off as an essay instead of a reported piece that you would pitch. You have a great beginning to an idea here, so let's narrow it down.

Right now, the idea is like a vent about something that's bothering you. Some of the best ideas come from the things that make us angry! Now you need to think of a way to make it HELPFUL to other women. What's the take home message? What can be done? Let's find some service (how-to) for this idea.

For example, how about an article for a women's magazine on what to do if YOU, as a grown woman, are bullied by other women in your children's play group, your book club at work, etc.? The fact that you're aiming this advice at

grown women seems pretty fresh because you usually see bullying articles aimed at parents of kids and teens.

Or, you could do an article for the women's magazines on the top 5 types of bullies adult women may face, and what to do about them. This would make a good charticle, which is an article in the form of a chart -- or a really "chunky" article formatted as lots of boxes, each one with a different bully and advice on how to handle her.

So, you have lots of ideas all rolled into this one -- pull your original pitch apart and you'll have lots to query!

CAROL: Linda has some great angles there -- and you'll need to find one. Because otherwise, this is a classic example of a too-broad topic. It's easily a book topic. Editors want ideas they can see being fully executed in 500-1200 words...or they get nervous that you will bring back a mess, where you've tried to cram too many ideas and experts into the story, and it rambles around various aspects of this broad topic.

CAROL: Tiffany - New York

Just a Memory Think you're too young to be struck with dementia? Think again. What you need to know about cognitive decline and how you can stop it in its tracks. For O Magazine. A recent study found plaque buildup in the brain (associated with Alzheimer's) in people as young as 20. Pitch/article would include interview with woman whose husband diagnosed with Alzheimer's at age 30.

CAROL: (Mention that Linda and Carol argued over this one!) Tiffany, this is an interesting idea, but I have to say, as a regular O reader, I don't think they'd want it. First off, their readers skew older, so the younger angle I think doesn't work for them. O is also super-inspiring and uplifting...and there's nothing more depressing than Alzheimer's, which has no cure or meaningful treatment. You cannot stop it in its tracks, so I'm concerned that you have that in your pitch -- seems like false hope. An editor would want details on what new info you have, that none of the rest of us know, that would stop Alzheimer's.

I think you run into a challenge in developing a service angle for this, which would be essential to selling it. What can people do to feel reassured they don't have early Alzheimer's, or to spot signs of it?

LINDA: I actually like this idea. The women's and health mags will run articles on depressing illnesses if there is hope on the horizon. There was that recent huge news that there's a promising new treatment for Alzheimer's that works on 75% of mice. If you can maybe work that into a round-up of the newest promising treatments, that could work for a health magazine. But you would need to work FAST to get this pitch out because every health writer on the planet wants to do it. OR, come up with an even more unique slant that's different from what others are pitching.

CAROL: I agree -- maybe in a roundup this would work well? Or finding some way to spin it forward -- what will be the *next* advance in Alzheimer's treatment? What's experimental right now that holds promise?

LINDA: Joan - Milwaukee

The Top 5 Reasons to Do Your Kegels. (Yep, let's go there!) Ask any gynecologist and you'll hear the same advice: do your kegels. Why is exercise this so important? What are the newest and best kegelling techniques? Some techniques involve equipment, do I need to buy stuff to get the most out of my kegels? I plan to pitch this to: Women's health magazine, Self magazine, Fitness Magazine

LINDA: Joan, this is so weird, because we had someone in [Article Writing Masterclass](#) who pitched this exact same idea and wanted to send it to the exact same magazines. So if you ever think an editor stole your idea, keep in mind that they often get multiples of the same pitch.

That said, I like your idea of finding the newest and best kegelling techniques, but IS there really anything new to say? You'd have to do some research to find that out, maybe do a couple quick expert interviews.

It's cool that there's equipment -- I didn't know that -- but is this a new thing or has it been around for a while? Also, keep in mind that the audience for these magazines is fairly young, so the readership may be too young to be dealing with the issues you normally need to do kegels for, like incontinence. You

need to find some way to youthen it up. Are there surprising reasons young women would need to do them?

CAROL: Beth - Plano

They came for safety, but some refugees still feel endangered living in the US : A group of refugees from Bhutan say some of them get beaten up and robbed when they walk out of their apartment units. "We thought we'd be safe here in the US," one of them said.

CAROL: This seems like a story that could go in a few different directions, Beth. I'd like to see you refine this headline so we get a better sense of it. "Some" refugees -- which ones?

We'd like to hear what publication you think it's for. Probably it's a daily newspaper freelance story for the metro section, which isn't going to pay great, but could provide you with a nice clip. Maybe you have a city magazine or alternative paper that might also be interested. Perhaps USAToday might be interested, if you did several cities that were having similar problems. Or national publications that tackle social issues perhaps, such as Mother Jones.

One question I have is, is it only Bhutanese who're getting robbed, and it's some kind of prejudice or discrimination or hatred by other immigrants, against them? Do they all happen to live in an apartment complex where there's organized crime or unusual criminal activity? Or do they just live in a high-crime area, and the story is really that there's a high-crime neighborhood that needs help, for everyone who lives there? Do they do something that maybe makes them more vulnerable -- go out late at night, gamble, cash their paychecks and keep the money in their apartments?

Here in Seattle, we have many African Muslim immigrants who live around Sea-Tac, which is a pretty crime-ridden area, or in the International District -- same. So I think you can't generalize that they're being targeted until you pull the police stats about crime where they're living.

This is a hard-news reporting story, not a service piece -- there's a problem in our communities that we need to care about. One concern I have is you'd need to talk to a lot of different stakeholders -- witnesses, Bhutanese who are willing to be named, photographed, and quoted -- "you can't just say 'some of

them say.” You’ll need input from the police, community organizations, immigration experts -- to get an accurate picture of what’s happening and why. You’ll need stats -- how many Bhutanese live in this city, for instance? What is already being done to try to resolve this problem? That would also need to be in the story.

These types of stories are a lot of work, they’re often long features, and if you don’t have a journalism background, editors are going to be leery of giving you the assignment. There are some ethical issues, where you’ve got people with a lotta different points of view on this problem, I’m betting, and you’d need to include them all in a balanced way. There are also cultural sensitivity issues in play here that they’d want you to be trained up on.

We get a lot of social-issue or investigative reporting pitches in our classes, and they are difficult to get assigned, especially as a new writer. These are better done once you’ve done a piece or two for a market and have an editor relationship. If that’s you, bring us a stronger headline and think about your target markets for this.

LINDA: Julie - Chicago

Julie, you had a lot of ideas so I picked the one I thought we could best turn into a salable idea, just so we can get to everyone on the call. Post the rest in the Pitches homework forum for Pitch Clinic, please!

Lessons learned from Aunthood: There are many aunts who are not mothers in their own right. What have they learned from their Niephews (my collective noun for nieces and nephews) while trying to impart their own lessons on the next generation? How have niephews and aunts grown up together?

LINDA: Julie, you have a GREAT seed of an idea here! I’m thinking an article on lessons aunts have learned might not be so interesting because the people reading this -- what would they get out of it that they can apply to their lives? Also, how many of your target’s magazine are aunts? It may not be a big enough audience for an article. (But it does sound like a cool idea for a gift book for aunts!)

HOWEVER: This got me thinking about women with no kids and how they can help the next generation. And THAT got me thinking of an idea of rounding up a bunch of people who are unusual devotees of certain causes. The voluntarily child-free woman who volunteers in orphanages. The person who's afraid of heights who volunteers for one of those charities that helicopters sick people to medical clinics. The hunter who works for animal rights. Could be a good lesson that anyone can help any cause.

Anyway, I know these are WAY off track from what you were thinking of, but it's just an example of how far you can go when you start playing with an idea.

LINDA: Andrea - Toronto

Visit this Historical Toronto neighbourhood before it disappears. Mirvish Village is a quaint and friendly artist area in Toronto which was formerly owned by entrepreneur mogul Ed Mirvish. Sold recently to development corp Westbank, this street full of shops, galleries and restaurants will cease to exist as it is by the end of 2016. I'd like to pitch this to Afar magazine.

LINDA: That is an interesting angle! The only problem is, you would need to work FAST because most print magazines have a lead time of at least a few months, and by the time you pitch the idea, they accept it, you write it, it gets edited, and they run it -- it may be too late because the neighborhood will be close to gone! What you might want to do is get brave and call the editor of Afar and tell her you have an idea that's super timely so you wanted to just pitch it over the phone. Heck, even pitch it over voicemail and follow up with a quick email just like what you wrote here.

CAROL: You might also pitch it to a more Canada-centric magazine, where more readers might be likely to be able to hop over and visit Toronto in the near term.

LINDA: Ruthann - Ft. Lauderdale

There is a homeless young man who works at the grocery store deli where my son works. He is employed, but still homeless due to reasons beyond his control.

LINDA: This has been BIG in the news for a while now -- people who are homeless not because they don't work hard, but because they can't save up the cash for two month's rent and a security deposit. Your son's coworker could be an interesting profile for a local magazine or your local paper, and that could be a jumping off point to talk about this problem and how it affects people in your area.

This is an example of taking a national news story and localizing it, which is a GREAT way to sell stories.

CAROL: Just want to point out that this pitch lacked a headline -- I'd like to encourage you to write one, because it will help crystallize what you want to say. Having interviewed homeless people myself, I also want to say -- don't get too attached to the idea that this particular guy will be your story. He might not be interested. But if you work with social service agencies that serve the homeless, you can certainly find someone who would talk about their life as a working homeless person, in hopes that the publicity might help them get a better job or housing.

LINDA: Mei - Portland

MY BRAIN WAS HIJACKED! Facing the challenges of PTSD, and how to overcome it. (Stress is among the top concerns in the nation, and PTSD is more prevalent than what most people believe.)

LINDA: Mei, good start to an idea! The main issue is that this is HUGE -- it's a book topic, and I think there HAVE been books done on it. I'd like you to think hard about this idea, play with it and figure out some unusual slant you can take that editors haven't seen before. For example, is there some demographic that gets PTSD that you wouldn't think of normally, and is there a magazine that targets them? Maybe people who come down with and survive serious illnesses? (There are LOTS of magazines that target people with various health problems, from cancer to MS.) Or kids? There's a ton you can spin out of this idea.

HOMEWORK -- Pitch clinic students, your homework is to develop a query idea to pitch on our forums for editor review. As you did here, be sure to include a headline and target market, but for the forum you can flesh out your

query like you would if you were sending it out. You can also develop another headline/market pitch for next week's live session.

If you found this training useful, but you have not yet registered for the full Pitch Clinic, we want you to know -- this is the first session of a 5-week course!

Next week, if you didn't get your idea reviewed in this call, we are going to do this again, with another 1-hour Pitch Clinic Q&A call. We'll be taking questions about pitching, and reviewing more story ideas then.

From there, we have 2 weeks of core trainings for you, on how to write queries and LOIs -- that's letters of introduction -- with weekly calls for all your questions -- these are really in-depth recordings that spill ALL our tips and secrets for making your pitch compelling. Plus, we have a final accountability call a month later, to keep you on track and help you use what you've learned in Pitch Clinic.

Students are posting query and LOI drafts in our forums and getting feedback from me and from our two pro magazine editors. From there, it's just pitch, pitch, pitch with your queries and LOIs and get feedback for the final 2 weeks! There's also a followup call a month after class ends for everyone who completes the homework, to provide accountability and support for taking the Pitch Clinic trainings and putting your new pitch skills into ACTION.

If you didn't hear your idea reviewed, or if this training gave you more story ideas you'd like us to see, that's OK -- were doing this same training again next week for our Pitch Clinic students! Come on back as a registered student, and we will get your idea refined and ready to go. We will be taking new students [signups for Pitch Clinic](#) up until that second idea-critique call next Tuesday.



The banner features a white background with a teal border. On the left is a red and white first aid kit icon with the text "Get feedback from editors" below it. In the center, the text "Freelance Writer's Pitch Clinic" is displayed, with "Pitch Clinic" in a large, bold, red font, and a teal button with the white text "REGISTER NOW" below it. On the right, a teal arrow-shaped box points left and contains the white text "Perfect your pitch and earn more \$\$\$".