

SusanL Hi everyone
Saima Zaidi Hello there!
Katy Reiber hear you
SusanL no, I didn't hear
Kaitlin Throgmorton Hi, loud and clear!
Saima Zaidi nope
Katy Reiber nope
SusanL only now
Kaitlin Throgmorton No, I didn't.
SusanL can't hear
Saima Zaidi can't hear
Katy Reiber you were breaking up and now I can't hear you
Linda Formichelli Yes, I'm muted now. Did you hear me before?
Linda Formichelli I may need to move downstairs, ugh.
SusanL can you repeat where we can put our questions
Katy Reiber you sound great now ;0
Katy Reiber :)
Saima Zaidi all good now!
SusanL yikes, can't hear you again.
Katy Reiber she's on mute now ;)
Linda Formichelli That's right, Katy!
Linda Formichelli Holy moly, just got an assignment that requires no interviews for \$1300! SCORE!
Katy Reiber Nice!
Saima Zaidi Wow! COngrats!
Linda Formichelli Thanks! I stopped writing for MOST mag clients but always loved this editor.
SusanL ???: Why is the response rate for queries low? Kristen said she got a request for more clips, but has anyone gotten a 'yes' for their queries?
Kristen Kirk Congratulations!
SusanL Nice, Linda!
Linda Formichelli Susan, a few people have so far! I don't know the exact count as Karen was handling challenge email but I dipped into there occasionally and saw some success stories!
Linda Formichelli But yes, it's TYPICAL to have a low response rate, which is why I'm all about pitching LOTS and FAST. That
Linda Formichelli that's what the challenge trains you to do.
Saima Zaidi I've got an assignment on spec. Haven't heard back from anyone else:(
Linda Formichelli That
Linda Formichelli ''s good, Saima!
Saima Zaidi thanks. Working on it like crazy!
Linda Formichelli Keep pitching. Eventually you'll have a STABLE of regular clients and won't have to pitch as much (if at all).
SusanL It sounds crazy, but I had more fun doing the queries even though I haven't heard back from anyone.
Linda Formichelli If you're good editors will remember you even when they move to new companies...like that assignment today -- haven't worked with that editor in like two years & it was at a differet pub!
Linda Formichelli Good for you, Susan!
Carol Tice At this point, please put questions here in chat.
Mike*Antares I hear Linda
Katy Reiber I can hear you
Katy Reiber not Carol
SusanL linda, yes. no carol
Saima Zaidi yes! I can here you Linda

Katy Reiber I can hear you both ;0\
 Saima Zaidi and Carol
 Katy Reiber My smileys are not cooperating today. That was a :0
 Katy Reiber Ah! ;0
 Katy Reiber Nevermind me...
 Linda Formichelli lol
 sasha faynor how do you find people on street interviews other than facebook? experts easy to find!
 Carol Tice Got a lot of tips for you on that coming up Sasha...
 Tana I heard back from one editor who is taking my query to a meeting (this week I think), and I have an article assignment I'm working on right now
 Carol Tice Awesome Tana!
 sasha faynor if you really want to write for a particular national pub, is it a good strategy to pitch something new every month?
 Anna Zorn she was super kind!
 Kaitlin Throgmorton Sasha, I've liked using bloggers. Like for my travel to improve relationships article I found a couple travel blog and interviewed the owners who travel all the time.
 Carol Tice Yeah, we were totally on the same wavelength with Karen.
 Clair Her feedback was spot on.
 Carol Tice Yeah, share here if you got gigs!
 Carol Tice And on 'Top Takeaways' forum
 Kaitlin Throgmorton Yes, loved Karen! She was fabulous.
 Anna Zorn got a gig with one of the non profits I hit with an LOI
 Rai Karen said she liked my work, but I haven't heard back on ANY of my pitches or LOIs :-(
 SusanL ditto, rai
 Tana I also just sent off a proposal to a business...a nibble from an LOI...could be a big account
 Amanda Loudin I am feeling a bit frustrated--I had one pitch in particular that you all seemed to like very much. I sent it to three different pubs and heard back positively from all three, but no offers from any of them. I circled back to all three after a week or so. One gave me radio silence, and the other two say they are still considering it and figuring out where/when it might run. My question: how much can/can't I bug them at this stage? I don't want them to forget about it but also don't want it to disappear off their radar screens
 Mike*Antares @Amanda: was it the same pitch each time? I wish I'd known we could do that.
 sasha faynor Bloggers, thank you. I haven't rec'd any response yet, but I enjoyed the process and will keep w it
 Amanda Loudin I meant--I don't want to be a pain but don't want them to forget about it...
 Leslie Tribble I thought Karen's comments were very helpful and KIND!
 Charlene Wondering when you feel comfortable reusing an idea from a hybrid query/LOI in another
 Janice Yes, loved Karen's help. She provided constructive criticism and was super helpful.
 Amanda Loudin @mike: yes, same pitch, three different pubs--note that for the pitch clinic only one pub counts
 Mike*Antares ah
 Annelise ****QUESTION**** If I sell a topic to market 1 and then re-spin it for market 2, what are my obligations to market 2? For example, maybe they are both airline mags and would be upset at publishing something too similar.
 Paula I got a yes on my first query and got my pitch and another story assigned. That said, it was for a local Edible magazine, which I'm sure is not as hard as to national magazines.
 Linda Formichelli Yay, Paula!!
 Mike*Antares Awesome, Paula!
 SusanL Nice letter, Lisa! I feel the same.
 Katy Reiber Me too!
 Linda Formichelli Thanks!
 Amanda Loudin Happy to write the testimonial! I learned so much and have great things to say about the class
 Rai So our earned refund hinges on us sending in a testimonial?

Paula Great letter, Lisa. It summed up a lot of my feelings. I, too, didn't make it but I learned so much and now have a lot of pre-work done for more pitches.

Duncan :(

Saima Zaidi Yay!

Duncan Congrats everyone :)

SusanL Where do you send the testimonial?

Kaitlin Morrison If we didn't get the refund, can we still write one?

Saima Zaidi I'm happy to write the testimonial, but where to send it?

Linda Formichelli Thanks, Saima! Can you send to carol@caroltice.com?

Linda Formichelli Kaitlin, yes and thanks!

Saima Zaidi Sure!

Rai It was just a question :-)

Linda Formichelli LOL!

Rai So where do we send the testimonial?

Tana I'm bummed about not qualifying, but I'm glad I took the class. I'll admit I wouldn't have taken it if the refund offer wasn't out there, but I'm so glad...it was really worth it. I've already "made my money back."

Linda Formichelli See email above, Rai!

Rai Got it, thanks, Linda!

Linda Formichelli Tana, cool!

Tana Fortunately my hubby sees it the same way. LOL

Katy Reiber Can you overuse HARO? Is using it for all of your queries as your first stop for sources frowned up?

Linda Formichelli Katy, yes! We can discuss.

Katy Reiber Thanks!

Carol Tice Katy, I think of HARO as a LAST stop

Katy Reiber (also, same with profnet?)

Linda Formichelli Katy, what Carol said and yes about ProfNet too.

Katy Reiber great! thanks!

SusanL I enjoyed doing the research and interviews for queries, but it would be nicer if I heard back from editors. Any words of encouragement?

Paula ****QUESTION 1**** - Do you use something in particular to keep track of your projects/stories/clients?

Rai I'm in the same boat as you, SusanL... Bummer!

Carol Tice You can use our 4weekpitchchallenge@usefulwritingcourses.com to send testimonials

Rai Oooh... good idea Linda. I like that.

Paula ****QUESTION 2**** - I know I saw it somewhere on the forums, either here or in the Den, but I can't seem to find it: what are the best ways to get stay updated on new studies? Or are there specific sources people use?

SusanL So you just keep coming up w/new ideas and pitch, pitch, pitch?

Tana SusanL...that sounds so terrible. Honestly, pitching is SO MUCH HARDER than actually writing the darn thing. I'm working on two articles right now and it's breezing along...but pitches? Oy.

Mike*Antares Linda, are you referring to <http://www.therenegadewriter.com/2012/03/12/the-art-of-the-simultaneous-query/> ?

SusanL I use YesWare and I see editors re-opening my pitch emails over and over for the past 4 weeks. What is that an indication of?

SusanL Yeah Tana, I agree

Kaitlin Morrison ^^great question

Linda Formichelli Thanks, Mike!

Rai What is YesWare, SusanL?

Katy Reiber Mike is so quick to find info. I need some of that skill to rub off on me!

SusanL An app for gmail that you can see when the recipient opens your email
Rai Ooooh... sneaky :-) Does it work retroactively? Like if I installed it today would it tell me if the pitches I sent over the last few weeks were opened?

SusanL Don't think so
Duncan hahaha
Rai Thanks for the info, Susan! Awesome :-)
SusanL You're welcome :)
Tana The two stories confused me a bit. I think I got caught up in the language that we shouldn't be "sending pitches that are too similar" in order to count for the challenge. But is that different when pitching, generally speaking?
Tana And what's "too similar"?
Tana What about tweaking stories to pitch to different markets and BOTH be published?
Tana Does that make sense?
Tana Like...getting mileage out of a topic
Duncan Interesting
Tana Can you quote the same sources?
Carol Tice For noncompeting pubs
Carol Tice Yes
Tana ok thanks
Tana QUESTION 2: How do you usually go about getting sources? How long do you wait to follow up? This is one of the places where I got caught up...I would wait for a response and not get one, then I would have to try to find another source...and I think I waited too long. I have, like, six half-finished pitches.
Tana amen, Linda
Tana My question is more specific to following up with sources, not finding them
Rai Linda, on that same note, is it OK to resend the same pitch to the same pub 6 months later? My line of thinking is, maybe it wasn't good for the pub at that particular time.
SusanL Really, Carol???
SusanL Why is that?
Clair McLafferty I just got a response while on this call!
Amanda Loudin Thanks--this was a fairly niche topic, so I went to the three pubs specific to this niche--may try to broaden that
Mike*Antares Yay Clair!
Rai Oops, Carol cut out
Katy Reiber That's awesome, Clair!!!
Paula That's great Clair!
Linda Formichelli WHY we didn't expect people to hear back? Just because editors are notoriously non-responsive and busy. :)
SusanL What is more time?
Tana Woohoo Clair!
Linda Formichelli Susan, not sure what you're asking?
Linda Formichelli Clair, GREAT!
SusanL That you didn't expect editors to get back to writers
Clair McLafferty :)
Linda Formichelli I answered that above.
Tana Y'all, I love to encourage, and I got over impostor syndrome while in grad school. If you need a cheerleader, please feel free to hit me up.
Kristen Kirk Congratulations, Clair!
Tana Which thing did you answer above, Linda?
SusanL Oh, I see. Thanks
Linda Formichelli Susan's question, Tana.

Tana ah.
Clair McLafferty And by the way, the idea had been rejected by two other publications before it was accepted.
Linda Formichelli Good for you, Clari!!
Tana Awesome, Clair! I always try to remember that there were several publishers who rejected JK Rowling, sooooo....
SusanL Ok, that's encouraging ;)
Linda Formichelli :)
Rai Linda, on that same note, is it OK to resend the same pitch to the same pub 6 months later? My line of thinking is, maybe it wasn't good for the pub at that particular time.
Katy Reiber good question, Rai
Rai Ok, so unless we can refresh the news hook, no.
Katy Reiber or a new editor
Linda Formichelli Yes
Rai Got it. Thanks :-)
Annelise thanks RE my question!
Saima Zaidi what are the legalities of interviewing children? I need to talk to a couple of students for my article.
Janice *QUESTION* Can you speak about 300-500 FOBs -- simply writing/submitting them versus pitching them. Much easier to just write, but is there a proper strategy?
SusanL Is pitching to magazines similar to pitching to get case studies or web content mktg with mid-size businesses? Or do the latter require more experience or knowledge in that industry?
Rai FOB? What's an FOB? (Forgive my ignorance)
Janice Front of book
Saima Zaidi An educator I was talking to refused to divulge the name of a student he was talking about
Linda Formichelli Front of the Book those shorties in the front of the mag)
Rai Thanks, Janice :-)
Rai and Linda, thank you!
Tana I don't think there's a law, but there are guidelines set by various ethical boards. Just requires parental permission, really.
Saima Zaidi It was nothing controversial though!
Tana Saima - teachers aren't allowed to divulge student names
Saima Zaidi About Minecraft
Paula They're all different. This one is rather new so they offered about 20 cents a word but I'm happy to write for them and get clips in Houston (all of mine are from when I was in Miami four years ago!).
Tana Do you need to interview a kid about Minecraft?
Tana My son is 12 and plays it incessantly.
Rai I play Minecraft! Want to interview me?? ; -)
Tana Teachers are bound by various laws to NOT reveal student names or info
Saima Zaidi Really! Glad to Tana!
Tana Saima - I know you have my email! Go ahead and email me and we'll get in contact. My kid is a ham and would totally be willing to be interviewed.
Saima Zaidi Rai, sorry, Ill have to turn YOU down ;)
Carol Tice <http://www.makealivingwriting.com/freelance-article-writers-find-facts-fast/>
Katy Reiber Thanks for all the extra info on that, guys!
Saima Zaidi Great Tana!
Rai Hahaha, no hard feelings, Saima :-)
Saima Zaidi Haha!
Linda Formichelli <http://www.therenegadewriter.com/2010/03/22/how-to-find-the-best-sources/>
Janice *QUESTION* Can you remind which editor is best for submitting pitches to? I'm thinking about larger pubs with several personnel layers.

Linda Formichelli Janice: <http://www.therenegadewriter.com/2011/03/31/how-to-figure-out-which-editor-to-query/>

Tana Yeah, I learned that list thing by the end of the month. ;-) Great tip!

Tana BTW - thank you both for always pronouncing my name right. Most people don't. :-)

Katy Reiber Ah! Thanks for that link again, Linda. I was totally needing that yesterday.

Linda Formichelli Sure!

Carol Tice I think at 500 words, you query. But 250-300 words.

Rai Can you post a link to an example FOB, if possible?

Rai I'm flipping through Cosmo right now for one

Carol Tice All 3 of my kids play Minecraft -- 12, 14 and 23!

Linda Formichelli Here ya go, Rai!

Linda Formichelli HOW YOUR NOSE BLOWS YOUR COVER by Linda Formichelli published in Details When your erectile tissues swell, it may have more to do with your lying than your getting laid. A recent study by the Smell and Taste Treatment and Research Foundation in Chicago showed that telling a fish story actually causes an enlargement of the erectile tissues of the nose--an effect dubbed the "Pinocchio Phenomenon." When you lie, you normally feel a twinge of guilt, says Alan Hirsch, MD, a co-author of the study. This guilty feeling results in a small increase in blood pressure. Increased blood flow to the erectile tissues in the nose causes the tissues to stretch and the mast cells to release histamine, just as if you were allergic to lying. As a result, your nose itches--and you scratch it. To test this theory, Hirsch and his associates compared President Clinton's actions during a segment of his Grand Jury Testimony on August 17, 1998 that was subsequently proved false to a control period during the same testimony. The

Duncan hahaha

Rai Hahah I love you Linda. TOO cool ;-) So this went to Psych Today?

Kaitlin Morrison LOL

Linda Formichelli No, Details.

Linda Formichelli LOLOL!

Rai Oh, I see it now. Thanks, Linda!

Paula QUESTION - I sent a Hybrid LOI to an online publication yesterday. And today, one of my contacts who has written for them suggested I reach out to a different editor at the publication. If I don't hear back from editor #1 in the next few weeks, would it be okay to send editor #2 a spin-off of my pitch, saying my friend suggested I contact her?

Saima Zaidi ROFL, this is priceless!!

SusanL Ok, thanks

Paula Thanks!

Rai QUESTION - I got a couple "Mailer Damon - Your email was not delivered to xxxxx@xxx.com" I searched for another (correct) email for the editor, or tried a different editor at the pub. What do you do when you can't get the right email address?

Tana Call

Paula IF all else fails, call

Paula voilanorbert.com

Linda Formichelli <http://verify-email.org/>

Tana You can find it if you keep digging

Paula Sorry, meant to say voilanorbert.com lets you check emails too. Also, the gmail extension Rapportive, pulls up the LinkedIn profile tied to the email you're typing into your message. So if it exists and the person uses it with their LinkedIn profile, it'll let you verify that it's right.

Tana I dug and dug and dug and found the email for the marketing manager at a local business...sent it off, the email was forwarded to the CEO b/c she recently left the company...and now we're in talks!

Rai Thanks, Linda, Tana, Paula!

SusanL Nice, Tana!

Tana Thanks. :-)

Tana I'm actually enjoying digging up these emails...I feel like a super sleuth. LOL

Tana I WOULD LOVE THAT JOB

Tana *puts on all black outfit*

Linda Formichelli NINJA

Tana LOL

judy isenhour You guys are terrific. Thanks for your hard work and your brains.

Linda Formichelli Thank YOU!

Paula Is there a way to stay in touch with Pitch Clinic students? I know some are on the Den but these discussions are so helpful!

Tana Yes! I have NEVER invested in my business before (in my various attempts over the years)...I'm so glad I finally did.

Mike*Antares Thanks Carol + Linda + all you awesome fellow Pitch Clinic challengers!

Mike*Antares <https://twitter.com/mikeantares>

Tana <https://twitter.com/TanaMSchiewer>

Rai Feel free to email me, Paula, or anyone who wants to network: rairose.cornell@gmail.com

SusanL I had fun and learned a lot in this class!

Saima Zaidi Thank you so so much. You've been awesome!

Kaitlin Morrison YES!

Katy Reiber twitter.com/katyreiber

Tana FB

SusanL I'm not on FB

Paula Oooh, that would be fun!

Cortney Thank you for a wonderful class! Any final words of warning you would provide to new freelancers?

Christy Bagasao It was a great clinic. Thanks for all your hard work.

Tana FB would be awesome

Duncan FB

Kaitlin Morrison LinkedIN?

Paula Platform doesn't matter.

SusanL LinkedIN, Yes

Paula Sorry I meant to me!

Paula Ha. :)

Tana I love the idea of staying in touch as well. Some of us have been talking off list and offering each other help. Two of us exchanged email addresses for editors

SusanL Yeah, good idea!

Janice Love the networking forum idea

Christy Bagasao Great idea, Carol.

Rai <https://www.facebook.com/rairosecornell> | <https://twitter.com/RaiRoseWriting> | rairose.cornell@gmail.com

sasha faynor den.... how do i get on wait list

Kaitlin Morrison AWESOME!

SusanL GradNetForum!

Carol Tice freelancewritersden.com

Tana I can't recommend the Den highly enough!

SusanL how many members are in the den?

Katy Reiber the den is amazing!

Tana My website is transformed, and lots of great biz tips

sasha faynor cool thank you

Tana The bootcamps rock

Annelise How many on the list of pitch-winners, please? just curious....

Katy Reiber can't wait for the index!! :D
Tana (I promise Carol isn't paying me to stay this LOL)
Tana *say
SusanL Yes, index. I'm a newbie and that would be very helpful
Annelise thanks!
Tana OK!!
Duncan thanks guys
Kaitlin Morrison Thanks everyone!
Tana woo!
Tana Thanks all!
Katy Reiber Thanks for another great course, Carol and Linda! Pitch Clinic was phenomenal!
Christy Bagasao How many people took this class?
Janice THANK YOU!
Tana bye!
SusanL bye
Annelise Thanks!!! Christy, I think just over 100