

**Carol Tice:**

Hey everybody, it's Carol Tice here with Linda Formichelli.

**Linda Formichelli:**

Hello.

**Carol Tice:**

And this is the final and fourth Q&A call for Pitch Clinic 2016, and I am excited to be here. We've been seeing some interesting ideas and seeing people do some good work on their ideas, come back and refine their ideas, go out and do the research, talk to the people and find out what's really going on, so that's been exciting to see. Linda, I don't know if you have any opening remarks about what you're looking at.

**Linda Formichelli:**

Actually I am really impressed, because it seems like with every iteration things are getting better and better. And I love that people are sticking with things and then just working to improve them instead of being like, "Oh, they had a comment on this one, I'm going to trash it and try something else," because that's how ideas and pitches, great ones, are really made.

You start with something, it might not be great at first, you play with it, you come up with a slightly different idea, you rewrite, rewrite, rewrite, and then it's awesome. So that's completely normal.

**Carol Tice:**

Absolutely.

**Linda Formichelly:**

So good for you.

**Carol Tice:**

Yeah. So anyway, I think we should just dive in and... Oh, big important question people are asking, how long do I have to send the four queries and LOIs to the editors? And the answer is, from July 1 until July 30. We like to cut it off a day before the end of the month so that editors can spend that last day just making sure they have time to answer everybody. So don't leave it to the last minute. And I also see that it says, "Throughout July we can send four queries and four LOIs, or is it four total?"

It is four total, is what we are looking for. And I'd like to really challenge everybody to do that. That's just one a week, that's just not a lot, okay? That's not a lot of pitching to do if you're going to do this for a living, and so just take it as a challenge to get four different pitch letters ready to go within one month.

And we found making people do this was actually like the most valuable part of Pitch Clinic, is making you get on a regular schedule of, I'm going to send out pitches all the time. So totally go for that. Linda, it looks like you have the first pitch here.

**Linda Formichelli:**

Yes. So actually I have Diane's, and she wrote the pitch for the Federal Credit Union on Seven Highly Effective Habits for Creating Time Records for Newly Nonexempt Employees. I know that sounds like a mouthful. Based on the query they're going to know what that's all about. And actually if you all remember, for last week we had just a couple of suggestions about moving a few things around, I believe, and changing up the lede a little bit, and she did those things.

I actually e-mailed her earlier today and told her I thought it was ready to go, and send it out right now. But I'd like to read her closing, which I thought was really nice. "Deadlines don't scare me. I've been writing for Spark with four-day to one-week turnaround since October of last year. That's with interviews. Clips and links are available. Would you like some forwarded? Thanks and best," and that's it. It's simple, clear, shows her personality, shows some great writing. I think this one is ready.

**Carol Tice:**

Yeah. Yeah, it was a pretty good job. And the only comment I had is, she said something that, "I've just attended a great labor law update. It didn't simply cover the new overtime rule but how leaders should handle record keeping."

I just thought it would be more powerful to fill in a couple more details on that, like, "I just attended a great labor law update day-long conference in Philadelphia hosted by Deloitte," or something to just make it sound a little more heavy duty and pro. I just thought you could play it up more to like make it impress people, so that was just my thought on that.

So then Leslie sent us a pitch that she already sent out, I guess, that she wanted us to postmortem. As you know, we are actually not fans of that, we prefer that people do the homework and then write a pitch once they know the best practices. But to just quickly go through it, the lede of this is four paragraphs that are all about her, like three of them start with "I".

And the fourth one says, "As a visionary I see potential on the horizon, and as a strategist I formulate a clear pathway that unlocks possibilities." This is actually problematic, because you really sound like you're pitching yourself as an expert rather than as a journalist or the writer.

**Linda Formichelli:**

I think this might be a blog post she's pitching, in which case maybe that's okay.

**Carol Tice:**

I don't know. Yeah, we don't know the market for it.

**Linda Formichelli**

I'm going to check it out, actually.

**Carol Tice:**

Oh, she pitched it to Officeninjas.com. I still just think four paragraphs all about you, you, you is not what, I mean, I get blog pitches, and I want to hear your idea and not hear all about how you think you're so great. Just in general I want to say that you want your idea to impress people. Writing that I consider myself a visionary is not a real strong argument.

And I actually encountered this recently on LinkedIn, that I had two different people send me LinkedIn invitations, and in their tagline on LinkedIn they described themselves as a visionary or a thought leader or something, and I thought that was so embarrassing for them, like I felt bad for them. I just thought, I think it works a lot better when other people call you a visionary than when you pronounce yourself one. So just want to say, I think a really quick introduction of yourself...

Like her first sentence, "I'm Leslie ... Canadian freelance writer, blogger, author, educator, visionary, again, and strategist." You really want to separate your roles. When you're pitching to get paid as a writer you want to say, "I'm a writer and blogger and author," not "I'm a visionary and..."

It starts to sound like you have some kind of consulting business, coaching business, and then they're not going to want to pay you, because they're going to assume that your writing is to promote that business and not because you want to earn a living as a writer, and that you won't care that they won't pay you. So watch out for that, everybody.

You really want to come in as the writer so that they go, "Oh, this is someone who wants to write for a living, and I have to pay them money." And so her pitch was Five Authentic Ninja Tactics of the Super Office Ninja. And I don't want to go through the whole thing, but I'm just not sure. She said she didn't get a response, and I'm kind of not surprised.

Because first of all, the name of the site is Office Ninjas, so then she's created a pitch that's Five Authentic Ninja Tactics of a Super Office Ninja. I just think it's sort of too feeding them back their own branding possibly. Maybe it works if they haven't done something like that recently, but the meat of this doesn't make the connection for me between ninjas and office ninjas in a way that's working for me. She says...

**Linda Formichelli:**

I don't know. I'm sorry...

**Carol Tice:**

Talk about it, no, go ahead.

**Linda Formichelli:**

Yes, because I also took a look at it, and to me this is a blog that's not expecting quotes from outside people. I actually thought the idea was really fun, again, if they haven't done it. Because yeah, like you said, it's so obvious for them. But my main suggestion is that, she talks about how ninjas work and how this...worked, and how this applies to the office environment, but not really how to do it.

So for example, "Super office ninjas are experts at espionage and strategy, therefore they're several steps ahead." Well, are we going to find out how employees can gain these skills? Because it's a lot less interesting to just learn like, oh, here's how these two things compare. That's like one of those kind of funny cute general interest posts. But if you're looking for...

**Carol Tice:**

Yeah, at the Business Journal we used to call that, "Isn't that interesting?"

**Linda Formichelli:**

Yeah.

**Carol Tice:**

But what's in it for me? How does it help my life to know this, is the problem. You have to deliver me that. And then she ends with that sort of the whole reason that she's pitching this idea is, "I have coached my daughter through the nitty-gritty to success as a meetings and special events manager with the Hyatt in Montego Bay, and together we worked through seven years of learning and experimenting with best practices."

It almost sounds like really what you want to pitch is a case study about a consulting you did with your own daughter. It's pretty self-involved. I'm just really concerned that that doesn't get you paid. That totally could promote your business consulting business, though the fact that it's your own daughter to me is problematic. I don't know, what do you think, Linda?

**Linda Formichelli:**

I think she was just using that to kind of bolster her credentials. I wasn't sure if she was going to include that in the article. But I don't think we need it at all. And Michael mentioned this actually in the chat over here. If you have a really good idea and it's really well-written you don't need to go on and on about, I helped this person, and I helped that person, and I know what I'm talking about.

Really if you have the idea, you have the writing, and you have the research you don't have to go overboard in trying to impress them with your credentials and what you've done in the past. In fact it's immaterial to whether or not you can write this article and whether or not you're going to get the assignment, because you're a journalist and it's all based on research.

**Carol Tice:**

Yeah, that's what was kind of concerning me, is that there's a real confusion there about, are you pitching your expertise and you run a consulting business you do, or are you trying to work as a writer? And then she ends with, "My resume is also attached." I just wanted to raise that to say no, on two levels.

First off, you don't want to send your resume, because resumes are boring, and because you don't want to send any attachments to editors who don't already know you, because they're not going to open them and they may just delete your whole post. So I can tell you I don't open attachments from strangers.

I don't open e-mails that say they have an attachment and it's from a stranger. There's so much spam ware out there and hacking going on through attachments like that, so you don't ever want to do that. And really your resume is not what sells it at all. Yeah, so no to all of this. Anyway, why don't you go on to Michael's?

**Linda Formichelli:**

Okay, let me see. So last week we said some topics sound like a book and he said, "Why not just write a book?" And I don't think we took that as snarky actually, it's a very good question. He says, "I asked because I've got one or two seeds of ideas that I eventually want to write as a book, but I'm currently in the learning and discovery phase and haven't fully created the framework for such an endeavor.

"I think it would be a good idea to craft articles and other short projects that would expand my knowledge and create these seed ideas as a way of developing a bigger project like a book. Is this a sensible way of going about things?" And my reply is, "Yes, definitely, absolutely. If you want to write a traditionally published book where you'll need an agent and a publisher they would love to see if you've had articles on the topic published ahead of time.

"It helps solidify your expertise, it shows your writing experience, and it builds your platform of readers and contacts in the industry. The fact that you know magazine editors, they'd think that's awesome, because maybe you can get your book placed in their magazine.

"Also it's a really smart idea to start turning some of your research into paid articles now, because if you've ever had a book project, and I've had many of them, it can take like a year before you see a cent, at least. So why not start turning this into money while you can and building your platform at the same time?" I think it's great.

**Carol Tice:**

Yeah. And honestly, having done two print books, earning money from books is something that often doesn't happen beyond like a tiny little advance they give you, and not usually a huge source of revenue unless there's sort of a lightning strike that happens. And just, why not write a book? Because books take an amazing amount of time, would be another one.

So I want to take Tabitha's post about, she's back with sort of an evolution of her Why Being the Cat In a Dogfight Is Best for Business. And it's based in part on a new book that's coming out that's called If You're in a Dogfight Become a Cat. And I just want to say that making the headline of your article basically really similar to the headline of one of the books you're going to quote from makes it sound like a press release. It might sound like PR.

I think you have to develop your own concept for what this article is going to be about and kind of give it an angle yourself. So I think that's one problem. And then here's her lede is, "Even Apple and Starbucks were once the new guys on the block. Now they're worldwide leaders with people willing to wait in line to pay a premium." So the problem with that as a lede is, we all already know that. You haven't told me anything I don't already know.

It says, "How did they do it? They didn't compete with their rivals, they outmaneuvered them." And my response to that is, "According to who?" Maybe they did compete with their rivals. Starbucks when they started, as someone who covered Starbucks for seven years as a full-time beat, I'm going to say they didn't have a lot of rivals really. There weren't the kind of coffeehouse chains that they are, there were just really little mom and pop kind of grubby coffee shop kind of places.

They kind of represented something new in the marketplace. So I don't think this holds up so much as an idea that they are the examples of outmaneuvering. I think what would be a lot stronger for a lede for outmaneuvering your competition, which seems like that's the theme, is that you can sort of avoid head-to-head competition and outmaneuver competition by going a different direction, which is great. That's a terrific premise that you could totally do a business article about.

The lede for this is a company that's doing that right now that's a small business, that maybe they've just cracked 1,000,000 in sales or something, and they're doing it in an outmaneuvering sort of way. And you do it, one of those opening like two-paragraphs about how they're doing that, and then you say, "They're not the only company, the only hot startup that's outmaneuvering the competition, and here's how you can unpack their strategy for your own business." So I just think it needs a little rewriting.

And I think this lede to me really is typical of a lot of the ledes that we've seen, that they're really talking in generalities a lot and talking about stuff we kind of all know. And instead you're going to have to bring me something I don't already know. Bring me something fresh that I haven't already heard about, especially for the magazines. Linda has posted me a picture of a like refrigerator repairman's butt crack in our notes. And now you know why I like to work with Linda, because she's all about bringing the fun. Anyway...

**Linda Formichelli:**

Anyway. Just trying to lighten your day.

**Carol Tice:**

Okay, thank you so much. But so yeah, I think there's a fun idea here, but we need to bring the originality, and not just copy the title of a book we just saw, and not give us examples about companies that started 20, 30 years ago. Because the thing to remember in business is, you can't throw out examples like that, because the business environment is constantly changing.

So you give me an example about what Apple did when they started up, that's ancient history to business startups today, and their environment is completely different from the environment Apple started in. So watch out on that. But I think if you found one of your examples of the actual companies that you would talk to that this could work really well, and I see that you fleshed it out with more experts like we asked, so that is terrific. So that's what I got there.

And looks like I also have Lisa's part of her LOI for Global Trade Magazine, and she's got a couple of bullets for us with story ideas for them. And the story ideas are The Worldwide Impact of Brexit. I want people to comment in the chat and give me some reactions to the idea of pitching the story idea of The Worldwide Impact of Brexit. What could potentially be a problem here? "Who knows?" says Mike.

Well, that is actually a good point. We don't yet know what the impact is. Yes Joy, it's too broad. It sounds like a senior seminar. It's a book topic, and probably a more than one book topic even. This is a huge topic. As we all know, this Brexit vote may have huge repercussions for the world economy. But as a freelance reporter you're not going to be able, did I say huge? It's really hard to get assigned a topic like this as a freelancer.

But let me tell you about how you can take Brexit and develop a story that is easy to get assigned as a freelance writer, and that's to localize it. When you have a global phenomenon that's happening that will affect like all of Europe and beyond, what you need to do is peel off a thin slice of this that's containable in an article and highly relevant to the particular audience you're writing to.

So for Global Trade Magazine, ideas I have on how you might narrow this down is, you could maybe do, how is this going to affect commerce in towns that are near the border of UK countries and other countries, and/or just across the border in other countries? Will that maybe hit them particularly hard?

That might be a great story for a business journal in that region, where you could run out on the street and go interview some businesses right in that town right there and bring them back as a Brexit-related story. They're going to be wanting to do tons of different angles on this Brexit problem.

So you need to think about how you can get it down to a dull roar here. For Global Trade you're looking at the impact of Brexit on people who are just starting to trade

globally, people who have been trading with the UK, people who are contemplating trading with the UK but haven't yet. You're just going to want to find some qualifiers to narrow it down.

And so here's the second idea, is Reducing War Through Trade with Fragile Economies. "A new book from the World Bank offers case studies from Nigeria and Palestine that higher incomes from trade lead to reduced conflict. This article would offer tips from that author as well as companies that trade with fragile countries on how to set up relationships in a beneficial way for both businesses and the local population."

The bad news I have on this one is, I'm not sure how much companies looking to do global trade care about reducing war and/or want to spend time examining how their trading with Nigeria might help pacify the country. They just want to know how to do it successfully, which is a great topic, how to sell into lawless governmentless countries like Sierra Leone or somewhere successfully and reliably.

I think the way you get this assignment and impress the editor is with that anecdote about, I've spoken to three different business owners who are selling into Palestine, and they have tips about which checkpoint you should go through. Do you go through Egypt, is there a particular Israeli checkpoint that's best to go through to get into Palestine? And dealing with the Palestinian Authority, who do you talk to? That's how you go, wow, this is the writer for this particular story.

Yeah, Joyce says, "What about the effect on small businesses, entrepreneurs, with examples?" Exactly, for that Brexit idea. That's exactly the point. You got to tunnel us down to the details you have, the experts you know on the ground. Because at Global Trade they probably know a lot of places, but they don't know an expert in every country and every place about every topic.

So that's where you go, "Oh, I have expertise," and they go, "Ah-ha, oh, this writer can bring something we don't happen to have staff knowledge on," and you get the assignment. So I love that idea, but you got to bring us the details on how you know how to write about this.

This can't just be about recycling what's in the World Bank case study, because they can do that themselves. They can write up a 200-word front of the book little thing about, oh, there's a new World Bank case study, and here's what they found in Nigeria and in Palestine. So the question is, what are you bringing to the table? Bring it. I bet you could bring some great stuff. Linda?

**Linda Formichelli:**

Awesome. What would you like me to move on to, the next one?

**Carol Tice:**

Yes.



**Linda Formichelli:**

All right. We have Alice's idea that is for, let's see, I have the name of the magazines down here, Hospitals and Healthcare Networks, published by Health Forum. It's a specialty publication market. The e-mail subject line is Fun Murals In Hospitals Help Patients Heal Faster.

Actually I'd like to add something like Pitch From Freelance Writer before that, or something that shows that you're a freelance writer and not a PR person, because I tend to get e-mails like this all the time from PR people, and I just don't even really look at them.

And she has a lede, it's "I read with interest the June 6, 2016 article on the Plot to Plate program in the New Milford, Connecticut hospital in which fresh produce and other ingredients, some grown in the hospital's rooftop garden, have led to an increase in patient satisfaction and wellness. Do you know that murals are having a similar effect on patients, especially children?"

I really like the idea of this setup where obviously you report on things that are affecting patients in a positive way. Well, I have something that is going to fall right along those lines. However, the language is a little bit dry, and the first sentence is pretty long and unwieldy, so I would just try to make that a little more readable. I don't know this particular magazine, but I've written for at least two dozen trades, and even they really like kind of fresh, upbeat, fun writing.

So if that's the case for this one too I would try to play that up a little bit in here. And then you have, "Several hospitals in California have found that the calming effect of these murals help children and adults feel less afraid in this strange and often scary environment, and therefore heal faster. My article will explore three of these hospitals and their mural programs."

So first of all in the first sentence when you said, "These murals help children," you haven't really said what murals. Like is it a specific type, or what? So maybe reword that a little bit. And then I'm wondering, is the magazine California-based, and if not why focus on California hospitals? Are there any other hospitals around the country using murals as well?

If you're writing for a national magazine, meaning one that goes to a national audience whether it's a consumer, trade, custom, anything, you're going to want sources and examples that are geographically diverse, unless California is the only state doing this, in which case then that's fine and you just need to mention that. So I think this is a really awesome idea.

I do hope that when you get into the body of it you're going to flesh it out with a little bit of information on the hospitals you chose and their mural programs, who painted them, what they depict, what the results have been, just a very quick paragraph for each. Showing the editor what they'll get instead of just telling them would be really nice here.

And that way the editor will know that you've chosen good examples and that they will be interesting and relevant to readers. Because if there are a lot of them in California or all over the US then why did you choose these three? So you might want to just go into a little detail about how special and interesting they are. But I think this is a really great idea.

**Carol Tice:**

Yeah, to me that was one of those fine points that like they might go, "You know, we haven't done that before. Putting up murals, there's a study. We could run that." I feel like that's in their wheelhouse as the kind of stuff they're looking for that they haven't already written 100 times.

So let's see. Was this Alice? Yeah, so I just wanted to comment that we kept asking Alice to go back, she wanted to write about the history of movie filming in the Alabama Hills near Lone Pine, California, and she did, and hooray, guess what? Django Unchained that came out in 2012 was also filmed there, and that to me makes it so much more salable. Something like From Gene Autry to Django Unchained, the Movie History of the Alabama Hills, yeah. That's a salable article.

And even if they don't go for that, I think that shows an editor that you get how much you need to know to write a piece for them, that you're going to not just sort of grab one fact, oh, Gene Autry filmed here once, and you're going to really tell us the history of this place from when it started being a movie set to what it is like as a movie set today. I think that's super cool. So it seems like both of us had comments on Katherine's. I don't know if you'd want to lead this or...

**Linda Formichelli:**

Yes.

**Carol Tice:**

Oh actually, we have a couple of quick questions that I could get to, and then you could get into that backyard tree.

**Linda Formichelli:**

Yes, yes, I like this idea, it was very cool. All right, go ahead.

**Carol Tice:**

So yeah, so Katherine's questions were, "Can the style and tone of a query be used to pitch a locally relevant story idea to a newspaper editor?" Yeah, absolutely. Any publication, you're looking to match the style and tone of what you're writing where they ought to be able to close their eyes and imagine it running in their publication. They can see that you understand how to write for their publication.

I'll just tell you a funny little story. When I auditioned for my first staff writing job I was one of I think 24 people that they gave an article assignment to in a very elaborate

hiring process often for full-time staff writing jobs. And they said I wrote the only piece that they could run in the magazine, and they did, they ran it, and they hired me. And at the time I had really no qualifications.

It was a job that required a BA that I didn't have. I had been writing for an alternative paper about like communities and activists, like nothing to do with business. And I wrote my way in the door by writing a story that conformed to their specifications in terms of how it was sourced, how it was quoted, and the writing style it was in, so it's huge. Again, I said it. But it's really, really big that you can write something that, they read your query letter and they can imagine you're writing in the publication. So other important questions?

I think we said this, "How long can you send in your pitches in July?" and the answer is, till July 30<sup>th</sup>. Joy says, can we still send in assignments to us? No, at this point just pitch the editors. From here you can go ahead and pitch. And they'll actually start responding on the fifth, so you have the first few days of July over the holiday weekend to be writing away, and you have a little breathing room to get started, because obviously we're not going to make people work on the Fourth of July. So go to Katherine's pitch here.

**Linda Formichelli:**

Okay. Let's see. Oh, it's Heads Up, this Backyard Tree Could Be Endangering Their Family, and it's for the Life Home section of the Toronto Star, Canada's largest daily newspaper. And yeah, it's interesting, she's been hanging onto this idea for a long time and finally has a new hook, and she's aiming it for the spring 2017 issue "when readers are beginning to think about enjoying their backyards." First let me get into it, and then I'll get Carol's comment there.

But the gist is that, "The Manitoba maple or boxelder tree, found abundantly in backyards across Greater Toronto, is a softwood giant that grows so rapidly that gardeners often mistake seedlings for a weed. Seedlings can reach maturity in as few as seven years. The Manitoba maple holds favor with farmers, who commonly plant the trees to shield their crop from driving winds. But this rapid growth poses a hazard for city dwellers.

"The Manitoba maple's softwood structure makes even young trees prone to rot often invisible to the naked eye, and ultimately breakage that could cause a tragedy." And she finally has her news hook. It's good that you have a news hook. Of course the story is horrible, but a young man was killed trying to save his pregnant wife from a falling tree branch in a park in Toronto, and it was actually not a Manitoba maple.

And so Carol was wondering, does this really work as a news hook, because it's not the same kind of tree, and is there any incidence of a Manitoba maple branch falling on somebody? But I actually think the news hook works okay. I mean, I understand it's a little bit of a stretch, but it's in the public consciousness there right now that this can happen. And look, here's a tree that's super dangerous in terms of that.

My other question about this though is whether you can make it into a roundup of a few different kinds of trees that can be dangerous in this way, and then that news hook would really work. So that's just another thought. And she has some experts that she wants to interview that sound great, an arborist with the City of Toronto, an independent arborist, and a researcher with the university forestry and urban agriculture program.

She's going to ask that the experts quantify the prolific growth of Manitoba maples in Toronto, explain how to identify new seedlings and signs of tree rot, explain costs of removal, and comment on the safety risks. "I think I also need to find a family that has recently been affected by a fallen Manitoba maple. My hope is to be linked to someone by an arborist tree removal company."

And I have to really congratulate you on your resourcefulness in contacting an arborist to see if they can then refer you to any clients who've had this problem. Maybe that would give you more of a news hook that's more relevant to the Manitoba maple. But I think this is an awesome idea. And if you want to think about other trees you could spin this for all different regions or a national publication. But I think it's good. What do you think, Carol? She's looking for pictures of butt cracks, isn't she, online?

**Carol Tice:**

No, I'm muting myself because I'm typing, and then I forget. You're just so funny. No, I love the idea of doing it for like a landscaping trade. That's exactly the kind of stuff that would run in a landscaping trade. Like, do your clients have this noxious weed kind of tree in their yard? You should help them remove it.

**Linda Formichelli**

Oh yeah, yeah. Yeah, the trades, I forgot to mention.

**Carol Tice:**

Yeah, I like that. Linda had that suggestion, and it's a great one. I think that's really where it runs, is in a landscaping trade. So I have Judy's pitch, which is for Emergency Management, a trade pub. She says, "Can you suggest any others that would be a good fit?" I'm thinking Inc. and Entrepreneur. They're not really consumer magazines, they're general business trades in a way. I mean, all the readers are business owners.

She says, "This is good info that's relevant for everyone. It's so hard to find a magazine that reaches everyone. You really have to think about the focus being for a particular market." So it's for Emergency Management, and they have an upcoming issue on emergency response, and they welcome queries.

And so she says, "I'm a freelance writer from Buffalo, New York with an article idea for Emergency Management that will inform your readers about Haven, a new mobile app that provides a solution to a problem that 911 call centers face every day, not being able to locate cell phone callers in emergency situations." That is a real serious problem, by the way. So then her lede is, "911 operator, this is 911. What is the address of the emergency?"

Caller, “I have somebody in my house. They broke into my house right now, help me, help me.” And she goes on to relate that this is actually the 911 call of actress Kelly McGillis whose house was broken into, and there was this whole back and forth where they didn’t have her address, and that this Haven app helps you geolocate. And the reaction that Linda and I both had is, the problem is this is a one-app story, and that sounds like it’s a piece of PR for that one app to an editor.

They just want the Haven app to take out a big fat ad in their paper. But if there are a couple of other emerging response apps that solve this and you could do us a roundup, then I think you’ve got a great story. That’s totally the kind of stuff they would eat up. And watch out for quotes. This is a great opportunity to talk a little bit about including really valuable quotes in queries.

Because the quote she has is like from, “The founder says that, ‘The FCC has been highly engaged and very supportive over the last three years as we’ve worked to develop Haven.’” That’s a very self-referential sort of self-promotional quote that doesn’t really add any valuable information to the reader who’s going to want to know, what’s this app cost, how do I install it, will it work on Android phones? It’s not really providing any of the sort of stuff they would want to know.

And the emergence of one new app is something that they might write up in a 200-word FOB in-house, but if you’ve got like a bunch of emerging ones you could sell a story. Judy says “They’re the only company with this technology.” I just have to say I don’t believe you. I’m just going to be really frank. It’s so rare that really, having covered business for 20 years, it is so rare that a company has something that nobody else has anything remotely like it, really, really rare.

So if that’s what the company told you, that their technology is totally groundbreaking and no one else has anything like it, don’t believe them because they’re probably lying. If I had a dime for every time I’ve heard that and I responded with, “Really? What about these three other ones I know about?” I could already be really retired. So watch out for that.

**Linda Formichelli:**

Hey, can I take Stacey’s question from the chat?

**Carol Tice:**

Yeah.

**Linda Formichelli:**

Stacey says, “I feel like I’m still really struggling to come up with ideas. How are other people coming up with theirs? Do they just come to you when you’re walking around doing errands, or are you sitting down and wracking your brains? I feel like a lot of my ideas have already been done, but maybe I just need to devote more time to it.” And

then she says, “I seem to be full of unoriginal thoughts. I’m hoping it’s something that comes with practice.”

Well, first of all, it does come with practice, definitely. But one thing I’d like to mention is that I was having a phone call with another writer, Diana, the other day, and she was talking about how people spend too much time in front of their computers and don’t get out from behind it, and that’s where the real ideas come from. And she is known as an idea machine, she teaches a course on it.

And we were talking about how when you just sit in front of your computer Googling, and reading, and being like a bulldog with a bone that just doesn’t want to let go it kind of blocks your creativity. It just blocks the flow of inspiration. And I think most writers have stories of how they came up with their best idea when doing something completely different.

I mean, I came up with an idea that I sold to Redbook that ended up on a radio or a TV news program by just walking through the bookstore and my eye happened to alight on two different magazines, and one had orgasm on the cover and the other one had diet on the cover, or something like that. And all of a sudden I was like, “Oh my God, the orgasm diet,” and I ended up writing a pitch about foods that are good for your libido, and I sold it.

So I wasn’t sitting there going, “Oh my God, I want to pitch Redbook. What should I pitch them?” It was just out there going about your daily life and giving yourself mental space and energy for the ideas to flow in. And then you said a lot of your ideas feel unoriginal, and I have to tell you that in most cases the ideas that we first come up with are not salable.

I think I’ve mentioned this 100 times like a broken record, but you need to maybe set your idea aside for a day or two and come back to it and say, okay, how can I make this more salable? How does this relate to something completely different that I never would have thought to relate it to before?

Are there any markets for this where this would be totally surprising? What if I flipped it on its head and did the opposite? There are so many ways that you could take an idea that you feel is unoriginal and turn it into something really salable. So it’s not just you. And get it from mind to computer.

**Linda Formichelli:**

Yeah, and I just did a post called How to Be Original that you might want to look at for how to break out of that whole feeling like, oh, I don’t know, everyone’s sort of done this. The first thing to know also about that is, everyone may have done it, but that doesn’t mean there isn’t a trade publication audience, a specialized audience that you could also do it for, and I have a post on that where I take a piece of news and show you how it can be done over and over and how you can still get in on it.

Because I think a lot of people go, oh no, it's too late for me now. Look, I saw this in Newsweek, so it's all over. No, so not. So I take the example of Angelina Jolie deciding to have a preemptive double mastectomy and talk about how different publications would cover that so that you see that the story is not done, you can keep going. You can keep going into the future a year after the mastectomy.

What is Angelina's life like right now? So don't give up that way. But also I don't know if you've listened to our Story Idea Lab, because we talk about so many different techniques, and that's part of your course materials. I feel worried when people say, "I just don't know how to come up with ideas," because we've given you so much material to work with on how to iterate ideas. So be sure that you watch those trainings.

And the other thing is, yeah, I think people think that ideas have to emerge fully formed, and like Linda's always saying, there's seeds of ideas when you start. I am a big string collector myself. I find little facts that I find interesting and I throw them into a string file until they start to form trends. And that's really how I developed the vast majority of the stories I did for my Forbes blog, which was like four posts a month for three years, was collecting string until I detected a trend.

So I'd get a news release, I was covering franchising and entrepreneurship, and I'd get a news release that says, "A new restaurant is opening up that's only selling grilled cheese sandwiches." That's their whole concept, it's all about the grilled cheese sandwiches. And I was like, "Well, that's kind of funky. Yeah, I'll throw that in my string file." And then I get a press release about another little mini-chain that's got three locations, that's all about the grilled cheese sandwiches, and then I get another one.

And I'll just send you a link to the story I wrote about it right now so that you see what happens. So it's like we get one little fact, don't feel like, well, I don't know. That's not enough of an idea, and it's already been written about. Just keep going. So Linda and I could talk about story ideas all day, but listen to the Story Idea Lab, because we could keep you here till it got dark.

**Linda Formichelli:**

Yeah, you don't want that.

**Carol Tice:**

"What's a string file?" Joy, a string file, it's like collecting string. You ever collected string, where you tie bits of string together till you have a ball of string? So it's my file where I'm leaving my bits of string that I'm hoping will add up to a ball of string.

So I've sent you a link to the Forbes post that I wrote about the grilled cheese sandwich restaurants after I collected enough string that it made a trend story. So I was able to give a whole report about, oh, there's a half a dozen of these suckers now. Okay, so where are we? I feel like we've...

**Linda Formichelli:**

I'm on Marlena's idea.

**Carol Tice:**

Go.

**Linda Formichelli:**

Actually it's a question, I'm sorry. She said "I haven't sent my query letters because I don't actually know many magazines that pay writers in my niche. My niche is mental health, personal development, and anxiety disorders. The only huge publications I know that deal with these topics are Psychology Today, Healthy Place, and Psych Central, that also has unpaid submissions. I know I'm a good writer, but I'm afraid I won't find the right publications that will help me make a living out of this niche."

And that is actually a great question that I hear all the time, because people might have some sort of a passion that they feel is unmarketable. And actually I feel that almost anything you could think of to write about is marketable somewhere. And I'm actually going to put up a blog post here in the chat that I wrote on it. And I have another one that I'm going to see if I can dig up and put up there.

But basically, just talking about mental health, mental health issues can be spawned for so many different kinds of magazines that aren't strictly mental health magazines. You can write about mental health for women's magazines, health magazines, parenting magazines, even business magazines. I once wrote a reported essay about my experience getting over panic attacks for Fitness Magazine, so you wouldn't think Fitness and mental health, but yes.

You need to think beyond, I want to write about a mental health issue so it has to be for a mental health magazine, to something like, how does anxiety affect, say, young women? Let me look and see if there are any new studies or stats, or new treatments? We read something in the news, maybe there's something I could pitch to a women's magazine.

And I mean, a great example of this is that my husband is the News Editor of Working Geek, he's been in the board game industry for years, and before that he was a freelance writer like me. And he ended up writing about board games for of course Games Magazine, and of course Knucklebones Magazine, but also for a trade magazine for sheep farmers called Sheep, for Discover magazine. I can't even remember what other ones.

But his trick would be, "Oh look, here's a game about sheep." Instead of pitching that to a game magazine he pitched it to a sheep farmers' magazine. There was one about fish that he pitched and sold to a trade magazine for aquarium enthusiasts. And the one for Discover I believe was a game called Primordial Soup that was very scientific-based. So check out that blog post I put up, and just kind of think beyond your niche and how you can slant ideas for various markets. I'm going to go try to find that other post now.



**Carol Tice:**

While you're doing that I'm going to take a couple of ideas that Alana just popped into the chat, and I have to say I love this first one for like a bridal magazine. "How to Include Your Pet in Your Wedding, even if they can't make it to the ceremony. This would include funny anecdotes from real people on how they included their dog, pig, cat, horse, ferret, whatever, in some way in their wedding day, without the obvious like having your dog be the ring-bearer." I love that idea. I think that's totally awesome.

**Linda Formichelli:**

Wait, where is this? I didn't see this.

**Carol Tice:**

It just popped into chat.

**Linda Formichelli:**

Oh, all right. I'm like, what? Let me see, where is it?

**Carol Tice:**

I think that's awesome. I have a dog, and I've had cats, and I think that's a totally fun... The challenge with these kind of bridal magazines, it's like they're writing the same topics over, over, over. There is one maybe they haven't done so often. And especially if you had some really fresh anecdotes, like maybe their cake is shaped like their cat or something, or they've recorded a video they're going to play, like a video about their lives together that has the cat in it, or I don't know. The cat jumps out of the cake.

**Both speak at the same time:**

(48.00 – 48.02)

**Carol Tice:**

I think it's a hilarious idea.

**Linda Formichelli:**

Can you tell me where it is?

**Carol Tice:**

Oh, it's because it's only to organizers. How to Include Your Pet in Your Wedding even if they can't make the ceremony. I know, isn't that awesome? I love it, and especially if you've got fresh anecdotes from people, And that's the kind of thing where you could work your LinkedIn network, and work on Twitter, and ask around your network, family friends.

Like, "Who's included their pet in a wedding? Who do you know? What wedding have you been to where a pet was somehow implicated?" and get some real people. And then of course get a wedding organizer expert who's worked with somebody like that, or someone who's put out a book about doing that, or blogs about pets, or something.

And so her other idea is “Wedding Gifts for a Cause, making sure you get the most bang for your guest bucks when you suggest a donation to charity instead of a gift. So this would explore things you need to consider before you do that sort of, in lieu of a gift please give a donation to, type of thing.” And I think at this point there are charities where they can also do a registry for you. For my daughter’s bat mitzvah we did a donation drive for Treehouse, which is a foster kid organization here in Seattle.

And I believe they also had a wish list that I could post for my event to just help people. Like, these are the things they need the most. So I think that might be a pretty viable idea. Too, I’d want to research the publication and see when’s the last time they did the giving for a cause in a wedding. But if they haven’t done it in 18 months or two years I think that could be a go, too. A couple of nice ideas there.

And obviously these get stronger if there’s a news hook tie-in. Like, is there some celebrity who’s somehow implicated their miniature horse in their wedding recently? That would be the money shot, that would be the kill shot on that, and same with the wedding gifts for a cause, if there’s some prominent one. You might check with some large charities about if some celebrity wedding has made them the beneficiary. I love that. All right.

So it looks like I’ve got the next one, from Debbie. “The Great You Tube Debate, how content censorship affects you the viewer. To submit to Vox Media.” I have to say I’m not super familiar with that market, I kind of want to look it up. But her lede is, “Modern life revolves around the bright lights of the Internet.” I want people to review that lede sentence in chat and tell me what the potential problem is there.

“From sending work e-mails in bed to Googling if that freckle on your arm is really a concern, this generation’s symbiotic relationship with the Web runs deep.” I want to ask, “Which generation are you talking about?” “But everyone is not right with one of the world’s most popular websites, and digital consumers are getting caught in the crossfires of copyright warfare.” Says whom? From where does this idea come?

“You Tube’s stars’ livelihoods depends on their freedom to create and grow, but the effects on the consumer go further than just viewing pleasure. Can analog laws disrupt your digital future?” Mike says, “I like it but it feels a bit all over the place.” Yeah, I guess I read the lede and I don’t know how content censorship does affect me, the viewer. Was there something important I needed to see on You Tube that I was prevented from seeing because You Tube censored it?

I feel like there are some current, ripped from the headlines kind of cases about this sort of thing, about You Tube taking down people who are like full-time You Tubers who do their whole living on You Tube videos, like Hall Video Bloggers, who go shopping and then show you what they bought, and get sponsors and stuff.

Yeah, I don't know, it just seems not fully formed, and we start with real generalities of stuff we kind of already know. And I don't get what the practical takeaway is. What can I as the viewer do about the fact that You Tube is censoring content? Are there some alternatives? Could this be maybe five alternative video sites to You Tube where you'll get more of the real story about X, about the national election, or something?

So I don't know, it's kind of not quite fully baked yet, but maybe there's something interesting in there. We all do know that You Tube censors things. That's why I love it, because my kids can watch it without me being too worried about it. So did you want to talk about this? Michael's Five Ways the Drones Are Your Friend for a kids' magazine.

**Linda Formichelli:**

Yeah. Well, actually his was for YES! Magazine, which is not a kids' magazine. But the way it's written and just the topic I think would be really great for a kids' science magazine. And I know there are a bunch of them out there because, well, when I first started my career I actually wrote for several of them, and some of them still exist, and there are probably other ones.

But the idea is Five Ways Drones Are Your Friends, and the query is, "In June of this year the FAA released a set of operational rules for the use of small commercial drones. With new licensing procedures now in place and a growing number of manufacturers, drone culture is set to explode in ways we've never seen." So I think that it's fine. If you do decide to do this for a kids' magazine you'd obviously need to make it a little more fun and light.

And then it goes on to say, "What does this mean? For the past couple of years much of the conversation has centered around the horrific ways drones are used by the US military, but there's much more to this conversation. Take for example the UNICEF pilot program that's helping increase access to HIV testing and treatment for babies and infants in Malawi, Africa," and he has a link.

And I feel like that needs to be fleshed out just a little bit more, because then you go on to say, "This is only one way in which drones are friendly," and it just seems a little bit, I don't know, the transition seems a little bit jarring when you're just like, "Take this UNICEF pilot program that's helping with HIV testing and equipment. This is not the only way in which drones are friendly." I don't know, it just feels a little incomplete to me.

And then it goes on to say, "There are positive forces in other areas, including," and then he has a list, like "farming and agriculture, wildlife management, weather and natural disasters, food distribution, and photography and filmmaking." I suggest you flesh out a few of these a little bit, maybe just the ones that are the most surprising or the most newsy, or that are being used in the most interesting way.

Just give them a quick paragraph each, because again, I know I'm like a broken record today, you want to show not tell the editor what you are offering. Because right now an editor who doesn't know you, and as Carol mentioned last week their main job is to not

have a hole in the magazine, has no idea through this list whether you can pull it off or whether these are actually interesting ways that drones are being used. So I would flesh those out.

“The bottom line is that there’s a positive story to be told about the capabilities that drones bring, and readers of YES! Magazine could benefit from hearing this story.” That sounds a little bit generic. It’s a great idea to put in there why the magazine’s readers would benefit from hearing this story because, first of all, it convinces the editor, oh yeah, this is right for me. But it also shows that you know the publication and their audience.

“The few stories that I found in your publication are several years old and focus their attention on stopping the military proliferation of drones. Like it or not, the proliferation is here, but the good news is that it’s not all bad.” I would reword that a little bit, because it sounds a little bit confrontational, like, “Your stuff’s kind of old, and it focuses on this one thing that it turns out it’s not really helpful, so here I come to save the day.” So yeah, I would try to reword that a little bit.

“And I propose writing a story for YES! that’ll update readers in this area, as new innovations are happening every day. This article will fit nicely into the core mission of the magazine, that of illuminating the positive solutions to the challenges we face as a global community.” So maybe that would be why the readers of YES! Magazine would benefit from hearing this story, because it kind of goes along with their entire mission.

And then finally it says, “I have a handful of experts and people of interest in mind to interview for this story. I would love to discuss this project further with you.” So my final question is, who is it that you have in mind for this story, and could you actually talk to them for a couple of minutes and get a quote or something, or make sure that they’re in?

But at the very least if you can’t do that then just say, “I plan to interview experts like X, Y, and Z,” just again showing the editor, I’ve done the research, I have the people, they are appropriate. You want to do everything you can as a new writer to the magazine to show the editor that you are not going to let them down and you have what it takes. But I think it’s a cool idea. Carol, what do you think?

**Carol Tice:**

Yeah. I’m sorry, my head’s exploding there, I looked at too many different things. The butt crack page is up.

**Linda Fermichelli:**

You don’t want to write for kids? Why, Mike?

**Carol Tice:**

My son gets the two Boy Scouting magazines, and American Girl Magazine pays really well. And there are some youth magazines that can be really nice markets to write for, is

it Boys' Life and Scouting, are the two Boy Scout magazines. They run a lot of cool stories.

I couldn't get my son to read it, but I go scanning through it going, "Man, don't you want to read about this, you know, wakeboarder or..." They have a lot of really interesting stories in there about people who are scouts. Maybe there's a scout who's using a drone to start a business, and you'd have an awesome article there.

So Mike's other pitch is a book review of an upcoming book. I just have to tell you that book reviews are generally not pitched. You write up your review, and you send it in and hope they publish it. Book reviews are incredibly difficult to earn money in these days, I'm sorry to report.

I used to get 75 bucks a book review back a long time ago, and I would challenge you to get even that much now, because everybody goes on Goodreads and tells you all about the book for free, and on Amazon, and I just think that the markets for book reviews have really been drying up, and pay has really been shrinking. And it's just not within the purview of Pitch Clinic, because you don't pitch it, you just send it in. So really tough, tough gig to get.

So anyone, final Jeopardy, final questions? This was great, some good evolving ideas here. I want to just sort of urge everyone to think beyond the generalities, and go talk to live people and get the story, get the specifics into the lede of your story. Talk to a real person who is using a drone for agriculture, and get it right into the story.

You don't want to be mysterious about, "I have people, I know people for this story." That's not what you want to do. You want to say, "I will talk to so-and-so who is the nation's leading provider of drones for wildlife management," or "I will talk to this innovative Parks and Rec Department in the Gifford Pinchot Wilderness that's using drones to bust marijuana growers," or whatever.

**Linda Formichelli:**

And that's what Diana and I were talking about, getting out from behind the computer. Get out there, talk to people, use shoe leather.

**Carol Tice:**

Yeah, I don't want to out myself, but I'm a terrible eavesdropper. Just until last week I was, I'm a stalker, and I freely admit it. I have been a ferry commuter, a half-hour ferry commuter, for 20 years into Seattle. And when you sit in one of those booths you just find yourself tuning in those My Favorite Martian, Martian ears, and hearing what people around you are talking about.

And I have gotten so many interesting idea leads that way, just sort of overhearing what folks are talking about that might be great for like our local Lifestyle publication. Or maybe I went to like a Day at the Farm with my kids, and someone was there with a

completely brand-new built, detailed, completely authentic Gypsy wagon that they rent out. I thought that was totally phenomenal.

I pitched that around and was looking to see if there was anyone else who was like still building Gypsy wagons, like those sort of curved top, it sleeps a couple of people inside. It was beautiful inside, it was like a work of art. And I think I mentioned last time that somebody went on Airbnb and saw that you could Airbnb boats, you can spend a night on a boat, and they found like 27 of them and did a roundup story.

So that's the other thing I'll say, if you're on the Internet, slice and dice data in new ways. And I feel like I did a training about that, about how I slice and dice data to get new ideas out of it. And that's another thing I do really routinely to get ideas, is if you see a new survey has come out about X and you read their summary of findings, and then you go into the 50 pages of detail.

And you find something else that they didn't put in the summary or you sort it a different way than they sorted it for the top level summary. I did a lot of my Forbes stories that way, as well. So they would say, "The top story is, McDonald's is still the biggest fast food chain in the world," and I would say, "Well, who has the most units overseas out of American-based companies?" Because they also had the metric of how many units, how many nondomestic units do you have?

So that was a story I did where all I did was re-slice their existing lump of data and use a statistic that they hadn't featured in their spin of the story, and I turned it into a slide show-based story, and it actually it think became one of the most looked at... It was a story and a slide show, and the slide show is I think my top all-time page of everything I wrote for Forbes. So I'll send you a link to that, so you'll see the story got like 23,000 views. But I believe the slide show of it has gotten almost a million views, just like crazy, crazy views.

So that's another big technique on how to generate ideas, is take that survey everyone has already seen and find a fact inside it that no one has really featured. So with that, go and find more story ideas, and keep refining them until you hit that thing that's salable. I loved what we did with Alice's, where she found that one more fact that really turned her idea of, I want to write about the history of this movie location, into a really salable idea.

So hang in and do that, and from here you should be writing your fully fleshed-out query letters and fully fleshed-out LOIs, and starting July 1 pop them into the four-week Pitch Challenge at Useful Writing Courses e-mail. I'll put it in again, [challenge@usefulwritingcourses.com](mailto:challenge@usefulwritingcourses.com). And our editors will be accessing that mailbox and taking pitches from there.

I did have someone say, "Should we say which editor we want to review it?" No, we don't actually offer that. It will be whoever is on deck that day. They'll be cutting up the

schedule amongst themselves So if they think they really aren't in a position to review it they'll send it to another editor they think is better...

**Linda Formichelli:**

Yeah, we've done that a lot in the past too, like, "Oh, you know, this is a business pitch. Peggy, can you take it?" So yeah, you'll get the right person.

**Carol Tice:**

Yeah, if someone thinks that they're not qualified to review it they'll send it to one of the other editors, so don't worry about it and just send it in. All of these editors have a terrific grounding in all the fundamentals of making a great pitch, so do not worry about it. Oh, "How will the editors reply to your homework?" On e-mail. They'll just e-mail you back.

"We send our query letters and LOIs to the same e-mail address until 5/07?" No, starting. They will start reviewing on July fifth, after the holiday weekend here in the US, and then you have all of July to send queries, until the 30<sup>th</sup>. So the date range for submitting... Yes, please do let them know what magazine you have in mind, absolutely. Do we have an exit call? I think we do have an exit call. Thank you for reminding me, Mike. Let me look up the date of it real quick.

**Linda Formichelli:**

Yes, we do.

**Carol Tice:**

I mean, you can send in ideas before July 5. You can go ahead and put them in July 1.

**Linda Formichelli:**

Yeah, that's just when they're there. But they are going to come in and start picking them on the fifth. But that's fine, you can get in the front of the queue, that's totally groovy. Throw it in July first. Let me look for the exit call here and quickly tell you the time. That's not the one. I don't know, I'm going to have to look that up and tell you. Oh, I remember, it's August 1, so right after the month of July ends. It is on Monday, August 1 at 11.00 a.m. There is not a forum for this class.

We are doing it on e-mail and in these calls, and then in the e-mails with the editors. That's right, it's 2:00 p.m. Eastern, Mike, so August 1 is the exit call. So at the exit call we'll come back together and talk about, what did you learn, what did you do? And we would love to hear from everyone who successfully sends in four pitches. We would love to recognize you for that.

So yeah, who knows, I might even have some little freebie or something up my sleeve for everybody who does that and actually turns in four. Really challenge yourself to do it, it'll be a game changer. Everyone who has taken Pitch Clinic has told us that the Challenge portion of our show is the really important part of it. This is where the rubber meets the road.

**Linda Formichelli:**

This is where the assignments come into your inbox

**Carol Tice:**

Yeah, exactly. You start getting gigs. Why are your hands sweating, Diane? Butterflies are flying in your nether region. Well, that's why we want you to pitch a lot, because the more you do it the less you're going to feel freaked out about it. Really that's the only cure for it, is to do it a lot, and then you stop feeling like, oh my God, it's the end of the world. Just remember, no lives are at risk here.

You're having a fight or flight reaction to doing something that is not a danger to you, so just realize that you're having a sort of primal ancient hardwired reaction that is inappropriate to the activity of sending out pitches. Because no one is going to hit you or anything. The worst that happens is, nothing happens. That's it.

So there's really nothing to be scared of there. Trust me, whatever you send in, the editors have seen worse, trust me. I mean, every day for my blog I get pitches that are like, "I could really write for you, so like assign me something, okay?" I'm not kidding.

**Linda Formichelli:**

Yeah, we talk to editors too. We hear, yeah. We hear this stuff.

**Carol Tice:**

They've heard it all. And if you feel nervous go back and listen to Story Idea Lab and listen to Anatomy of a Killer Query again, and just get those fundamentals of what the best practices are into your head. Because if you can get in the ballpark with your pitch then even if they don't like that particular story idea you're going to get what we call positive rejection where they'll say, "Not this one, but you know, feel free to hit me again."

Or they might say, "You know, not this one, but I have this special section coming up about trends in shower curtains, and I was wondering if you could maybe write one of these. Because you seem like a sane person who gets my magazine, and you could write this story." So don't even worry about it at all, really. No lives at risk. Hopefully none of us are in the kind of countries where journalists really are at risk.

**Linda Formichelli:**

Yeah. And by the way, the editors are always very nice. And in the last Pitch Clinic we ran or the one before that I think something like 2/3rds of people got assignments during the Challenge.

**Carol Tice:**

Yeah, from their pitches that they wrote for the Challenge.

**Linda Formichelli:**



Yeah, get ready.

**Carol Tice:**

Get ready to have your mind blown by how many responses happen. Because after you get your feedback and you clean up your pitch, then send it out, in case we haven't spelled that out, please. Send them out and start getting feedback from the real editor, and start taking that risk. Yeah, and start giving yourself the possibility of getting a gig. All right, fabulous, send us e-mails, send the editors e-mails, and we will see you at the exit call.

**Linda Formichelli:**

Bye, everyone.

**Carol Tice:**

Thanks.