

Writer-to-Media Pitch Template

Subject Line Examples:

- Pitch: [Your Article Title] for [Publication Name]
- Story Idea: [Compelling Hook] for Your [Section/Column]
- Freelance Writer Pitch: [Your Name] – [Niche/Topic]

Email Body Template:

Hi [Editor's Name],

I'm [Your Name], a freelance writer who specializes in [your niche or area of expertise]. I've been following [Media Company]'s work for a while, and I especially enjoyed your recent article on [reference relevant article if possible].

I'd love to pitch a story idea I believe fits your audience:

Title/Working Headline: [Insert a catchy working title]

Overview:

[1-2 sentence summary of your article idea. What is the hook or angle? Why is it relevant now?]

Format & Length:

[e.g., "Feature article, ~1,200 words" or "Personal essay, 900 words"]

Why it fits:

[Explain why this piece fits the publication's style or audience. Mention any similar articles they've published.]

What I bring to the table:

- [Mention your expertise or personal experience relevant to the topic]
- [If possible, include links to past writing or portfolio]
- [Optional: Mention social media/email list size if relevant for promotion]

Let me know if this idea interests you, or if you'd like a different angle. I'm happy to tailor the piece to your editorial needs.

Thanks for your time and consideration.

Warmly,

[Your Full Name]

[Website/Portfolio link]

[Email Address]

[LinkedIn/Twitter if relevant]