

# Bonus #2: My Winning Pitch Template

You have a powerful resource at your disposal. This pitch template is the exact formula I followed to get my work published all over the Internet. With this to guide you, you'll be able to develop a pitch that wins.

Here are some notes to keep in mind:

- **Customization:** This template is a little vague, I know, but that's on purpose! I've given you the framework because that's most often the most difficult part. Fill in the blanks, and you'll have a pitch!
- **Shortness:** You'll notice this is short. That's important. Editors don't have time to dilly-dally; they need short, sweet, and to the point. That's exactly what this template is. Aim for shortness in your queries. 200-400 words is a good range to aim for.
- **Experimentation:** This template may not fit your tone of voice perfectly, so I encourage you to experiment with the basic form to find out what works for you.
- **Specifications:** Make sure you attach anything that the writer's guidelines request. So if they want a 500x500 photo of you, send one! Read the guidelines carefully.

Now here's the pitch:

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Hi [Name of Editor],

I would like to propose the following article for inclusion in [Publication Title]:

My [word count]-word article “[Name of article]” will discuss [subject here] I will [more about your subject here].  
A little about me: [Bio here]

Would this article be a good fit for [publication name]? If so, I can have it ready by [date].

Cordially,

[Your name]