

The New Road Tested Pitch Template

Years ago, I took a bunch of my successful pitches, broke them down, found what worked, and created a template based off of those pitches.

I didn't stop working on improving my pitches. I've since updated my pitch template based on years of additional experience.

The New Road Tested Pitch Template is the result, and with this to guide you, you'll be able to develop a pitch that suits your voice and helps to get you published.

Here are some notes to keep in mind:

- Customization: This template is a little barebones, I know, but that's on purpose! I've given you the framework because that's often the most difficult part to create. **Change it up to fit your voice.** If you just fill in the blanks, it won't sound like you.
- 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 deserves repetition—this template may not fit your tone of voice perfectly, so I encourage you to experiment with this basic structure to find out what works for you.
- Specifications: Make sure you include anything that the writer's guidelines request. So if they want a 500x500 photo of you, send one! **Read the guidelines thoroughly and carefully.**

Now here's the pitch template, followed by an example pitch using the template:

Hi [Name of Editor],

I saw that you're accepting pitches, and I've got an idea I think your readers will love.

[Describe article in 1-3 sentences]

A little about me: [Short bio here]

I can have this article ready by [date here]. Does that sound good to you?

[Your name]

Example Pitch

Hi Jacob,

I have an article idea I know Freedom With Writing readers will love, and I'd be honored if you'd consider it for publication.

My 750-word article "How to Get Paid As A Grant Writer" will discuss how writers can find high-paying grant writing opportunities. I will share grant directories and go into detail on how to apply.

A little about me: I'm a freelance writer specializing in marketing and freelancing, and I've been published on sites like WealthFit and The Penny Hoarder.

I can have this article ready by Saturday. Does that sound good to you?

Sincerely,

Ian Chandler
