

Pitching 101

How to sell your ideas

COSMOPOLITAN GLAMOUR

THE DEBRIEF

FHM

METRO

BBC RADIO

4

Reveal

Kink Craft
MAKE YOUR PLAY

NewStatesman

BUSTLE

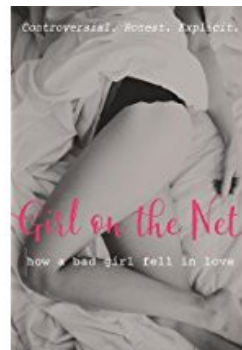
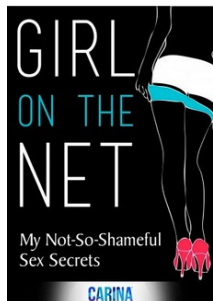
COACH
DO SOMETHING

Esquire

theguardian

Kinkly

sextoys.co.uk
our passion is your pleasure



I have no idea what the fuck I'm doing.

**NO ONE DOES
WHAT YOU DO
QUITE LIKE**

YOU

What is my USP?

(Unique Selling Point)

Total filth
Sex tech
Feminism
Anonymity
Anxiety



Pitching



I am weeping
on the inside!

Features/benefits

- Skills ...
- Knowledge ...
- Experience ...
- Passion ...
- Followers/audience ...
- Contacts ...

By the way...

Book proposal

Blog post

Articles

Press release

SEO descriptions

Craft a great pitch

Your idea (**front, center and subject**)
[feature]

Why **this is great for them [Benefit]**

Why **you are the best person [USP]** to cover
it

[Evidence] of what you can do

Good

PITCH: The toys that will redefine sex in 2018

“Hi I'm Sexy McWriter,

I'm an expert in **sex tech**, and I've noticed [**this trend**].

Would you be interested in the following article?

Catchy title

Short summary of piece

I've **written for X, Y and Z**, I have **many contacts in this area** and could turn around before [**newsworthy event**]

Love, always.

Me

Yes! Tuesday!



Bad

“Hi there,

I really love Your Magazine and I think you write some great stuff. I'm a sex writer and I have **a lot of experience** in this area. I really want to pitch you something but first I'd love to know if there's **anything specific you're looking for?** I have a day job so **can't reply quickly** but I check email at weekends – looking forward to hearing from you!”

By the way...

CV/cover letter

Dating site profile

Articles

Dick pics

Introductions

“The improvement that I have seen has been truly astonishing...” Peter

Visit belgraviacentre.com for the world's largest collection of photographic hair loss success stories, featuring comments written in our comments books or our Facebook and Google+ pages. Most people are amazed at what they see!



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CENTRE**

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Central London | City of London

Open 7 days a week with 4 late nights

Where would building one new runway create two world class airports?



LONDON *Gatwick*
OBVIOUSLY

Global cities like New York, Paris and Tokyo don't rely on one airport for their travel needs. They spread capacity through a network of airports to make flying more convenient for passengers - and, if anything does go wrong, the country doesn't have all of its eggs in one basket. Expansion at Gatwick could ease the pressure Heathrow's under, give passengers more choice and ensure that London, and Britain, remain competitive in the world's air traffic.

Find out more at gatwickobviously.com and @LGWebObviously

Who?

Pick/research your publications.

Follow editors and writers.

Find their pitch requirements if they have them.

**How To Pitch To Bustle — 9 Tips, Straight
From The Editor Who Accepts Them**

How To Pitch Essays To BuzzFeed READER

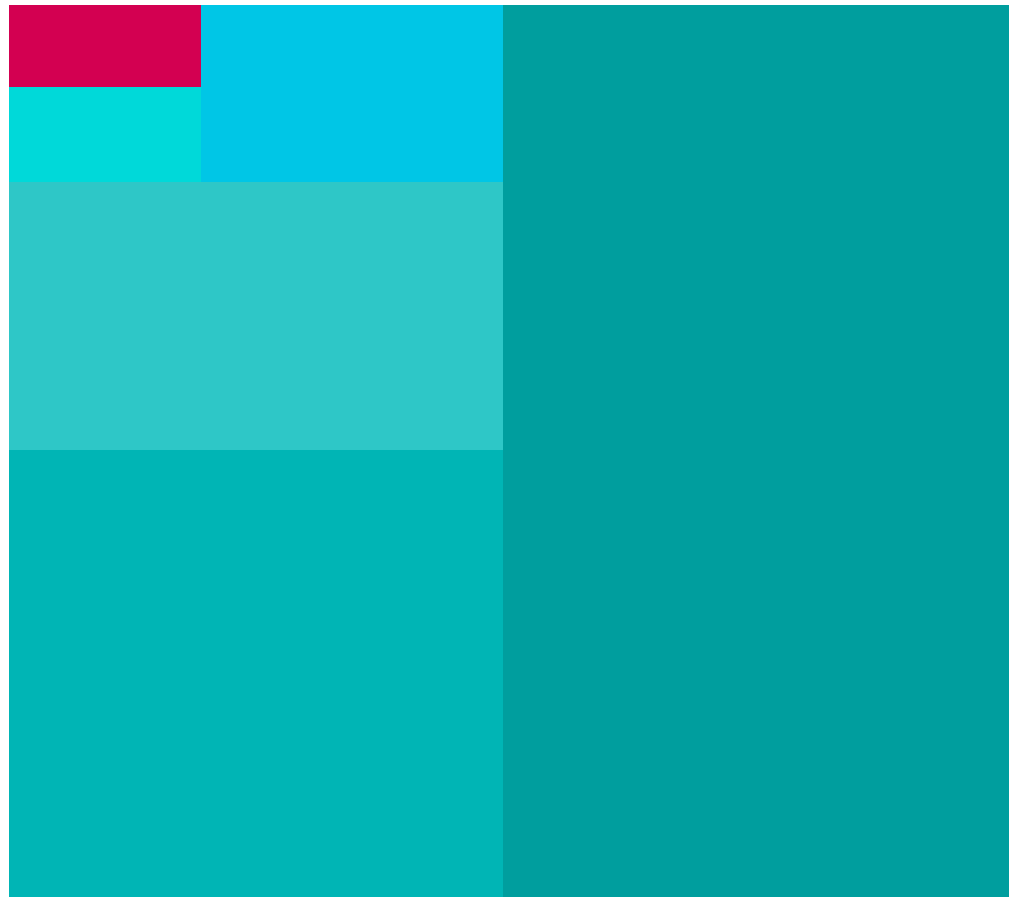
Interested in pitching personal essays or cultural criticism? Here's how.

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Rachel Sanders
BuzzFeed Staff

If not you, then who?



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