Pitching Ideas and Getting Commissions

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

As all experienced freelance journalists know, coming up with a great idea and writing an interesting article is only half the battle. Unless you know how to sell your ideas even the most brilliant work can end up unused. Understanding who will be interested in your story and what will make your idea attractive will drastically increase the number of commissions you receive. This one day course will teach you how to sell your ideas by phone and by email and who to pitch them to in order to get commissions.

Course information

Course duration

One day

Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course
£495 plus VAT for individual tuition.
Please call for prices for private groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Introduction
- Understanding who will be interested in a story and what makes an idea attractive to a publication
- How to sum up your skills and experience
- How to develop ideas tailored to different magazines and publications

Who to pitch your ideas to
- Deciding which Editors to approach
- Tailoring your pitch to different Editors

How to pitch your ideas
- Selling your idea by phone
- Selling your idea by email
- How to 'blanket' pitch

Pitching your ideas by phone
- Creating a good contact list
- Deciding who to contact
- What to say and what not to say

Pitching your ideas by email
- Deciding which Editors to pitch
- Capturing the Editor's interest
- Condensing your story idea into a succinct interesting email
- Writing attention grabbing headlines

Structuring a proposal
- How much information to include?
- Making sure your proposal is read

Following up your initial pitch
- When to follow up a proposal
- How to follow up a proposal
- What to say to an Editor
- Turning rejections into useful constructive feedback

Building relationships
- Creating a mutually beneficial relationship with an Editor

Questions and answers