

PUBLISHED & PAID

**GET
PUBLISHED,
PAID, AND
GROW YOUR
BUSINESS!**

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Pitching large publications is a very different process than pitching a lot of other opportunities in entrepreneurship.

The goal of a large publication pitch is to sell the editor on the topic concept and value for the large publication's audience. The goal is not to sell large publications on you as an expert.

The most important thing to understand is that you are pitching a person. You can't focus on just your message or business. You will get plenty of opportunities for that later.

You have to pitch what the editor best responds to, and in a way that demonstrates the value for the publication.

Demonstrate Value

Most large publication editors are NOT entrepreneurs. They are employees of a company and have an employee's mindset.

The things that impressive entrepreneurs, and even your clients, will not impress large publication editors. Large publication editors are traditionally trained journalists, and expect a pitch to come from a place of journalistic integrity.

Creating a large publication pitch, therefore, is different from creating other types of pitches — there's a structure that works. Here is a template you can use to pitch any type of large and or paid publication.



Effective Large Publication Email Subject Lines



You're convinced of the value of large publications and decide to pitch. You may have even pitched some large publications only to be ignored.

If you're using email tracking software (such as [Streak](#)), you can see that your pitch wasn't opened. You may be wondering, why? We haven't seen your pitch, but we can almost certainly tell you that it's your email subject line.

You won't have your pitch read by editors (and responded to) if your email isn't opened — there's just no way around that.

The subject line of your email is worth its weight in gold. The question then becomes, how can you craft good subject lines?

1 Get assistance from many types of software.

There are many free email subject line generators. We use Active Campaign as our email service provider and love them. They have a great [free email subject line generator](#).

2 Understand your goal in an email subject line is to create curiosity – that's what gets an email opened.

Subject lines that use titles such as: "*RE: becoming a contributor*" or "*Possible contributor submission*" or "*Article submission*" (and so on) don't get opened. Large publication editors are busy. They get hundreds of emails and yours has to stand out. When they see standard subject lines, they'll delete your email. It's not just large publications -- any type of opportunity you're pitching will respond to curiosity in your subject line. It's not hard to do this. You can take an article from that publication and use part of it in the subject line.

3 Here are a few more things to keep in mind.

- Make sure you're using Streak or similar software that tracks email opens and activity.
- Shorter is better. Think one to seven words MAX for a subject line.
- Don't capitalize the first letter of each word. It's not a regular sentence.
- Don't put a period after the subject line.
- Try not to use common phrases.
- Try not to use words such as "I can help, I want to help, this can help..."

Your main goal is to create curiosity. Stop and think, "what would make me curious enough to open this email?"

Large Publication Pitch Structure

1. First part of the pitch is the first paragraph.

Our goal here is to talk about how a publication's content has specifically impacted you.

DON'T make it flimsy. You have to get deep with the specifics. It will show that you've done your research and editors like that. Reference something specific from the editor or publication.

2. The second part is the second paragraph.

This part of the pitch should only be two paragraphs long. The second paragraph is where you talk about how you're an expert and list your social proof.

You should show any social proof in the first person. Such as, "I'm an author, blogger, speaker, consultant..." Name drop all of your specific social proof — even the companies you've worked for as an employee.

3. The third part is links to your writing samples:

Link to websites other than your website. Make your links transparent — don't hyperlink. You also can link to a book you wrote. They want to see published content — not interviews, features, or mentions.

4. The fourth part is the pitch ideas:

A pitch idea is a headline and a paragraph about what the article would be about. You will need four pitch ideas. The pitch ideas have to align with what's trending, searchable, and topics that would interest the readers of the publication you're pitching.

Pitch Template



Here is a pitch template that you can use to pitch any type of large and or paid publication.

Hello *{insert editor's first name}*,

I got so much value from reading about.... *{insert a specific article or topic from the publication that you got value from}*. What it helped me understand is.... *{insert a specific lesson}*.

My name is.... *{insert your first and last name}*. I'm a writer, consultant, coach.... *{insert what you do}*. I'm the founder and CEO of.... *{list your business' name}*.

Some of my degrees, certifications, awards, and training includes.... *{insert any courses you've taken, awards you've won, training you've completed, any formal education you have}*.

Some of the businesses and entrepreneurs that I've worked with include.... *{insert all the companies and entrepreneurs you've done work for}*.

I've been published and featured in.... *{insert all the press and media you've had — list the specific names of the outlets}*.

Here are some of my writing samples:

- My blog:
- LinkedIn:

{insert up to eight other places where you've been published — don't list features}

Examples of Pitch Ideas (Don't Use These — They've Already Been Pitched)

{insert four pitch ideas — as a reminder, pitch ideas are a headline and one to four paragraphs describing what the article would be about}

1. Why We Chose to Leave the U.S. to Become Full-Time Digital Nomads as Empty Nesters

Between us, my wife and I have six children and two grandchildren. We are digital nomads now but chose to start this lifestyle later in life when we became empty-nesters. I'm forty, and my wife is forty-nine.

As a parent, there is some confusion when you reach the empty nest stage in life. You have to get over the feeling that you can't do certain things in life and make major changes because you always have to be there for your kids. Parents tend to put their ambitions on hold, even after their children become adults.

This article would be about why we choose to spend our empty nest time exploring the world while building a business and creating financial freedom. It will show how we're affording to live in global locations that are not typical digital nomad locations; more expensive locations. We'll show how we've built a multiplier six-figure business that funds our [global adventures](#). It will talk about the mental strain and tough emotions of being so far away from our children, and particularly, our grandchildren.

We're currently in Puerto Rico, then Italy (Rome), then Portugal (Lisbon), and then France (Paris). We're not sure if we'll ever return to the United States to live. The article could be for those about to enter the empty nest life, or are living an empty nest life, but not sure what to do now. It could give empty nesters permission to let go of expectations, put themselves first for once, and fully live life because we've earned this moment. It could show empty nesters an alternative lifestyle that allows them to explore, build wealth, and do things they've always dreamed of.

2. I Sold Everything and Travel Full-Time, Here's Why I Chose Freedom Over Obligation

My wife and I decided to sell all of our stuff (house, car, material possessions), and travel the world full-time as digital nomads. We're currently in Puerto Rico for two months, then Italy, Portugal, and France. We're not sure if we'll ever return to the United States.

This article will talk about how a life with fewer material possessions is helping us build wealth and live free. It will talk about how waking up every day and working to pay for life is not healthy.

It will teach those that are older (35+) that they should prioritize themselves and what they want from life instead of always being a martyr for adult children, grandchildren, and societal experiences.

3. Facebook Has Proven They're Not the Company We Can Trust to Lead Us into the Metaverse

The shocking revelations from Facebook whistleblower Frances Haugen show a company that's willing to sell out its customer base and drive negativity and hate to boost profits. Facebook lives for its user's data and [has been repeatedly caught lying](#) about how it acquires that data, the reach and effectiveness of its ads, and its intention. One of the founders of WhatsApp (Brian Acton) left \$850 million dollars on the table and got away from Facebook because of privacy and data concerns on the platform he built.

This article would make a case for why we need to run away from Facebook's metaverse. It will give some clear reasons why Facebook can't and shouldn't be trusted now, and especially not in a virtual world that has the potential to significantly influence our mental wellness. Facebook can change its name to Meta and use all the PR strategies they'd like, but they're still a company that can't be trusted and especially not with the metaverse. There's a much better option for participating in the metaverse: decentralized platforms.

4. The Alternative to Living a Consumerism Driven Lifestyle

We're taught about the American dream from a young age. We're given an image of what it means to make it, and that picture of the American dream is a consumerism-based lifestyle.

Nice cars, a big house, all the latest electronics, toys, and a whole life full of items that we rarely use. It's not uncommon for people to understand the full gravity of consumerism when they have to move — we see a space full of items that haven't been touched in years.

There is an alternative to a consumerism-based lifestyle that many individuals are embracing during this time of the great resignation and the rethinking of life post-pandemic.

The idea of this article is to talk about how we've been fed a dream that's designed to keep us in debt and stuck in the system. Because of the consumerism lifestyle, people have to work long hours and spend all their time doing what they don't want to do, or the lifestyle they created will drown them. The article will talk about how a life full of things doesn't lead to wealth or freedom.

That's it. Use this structure to create amazing large publication pitches.

As a reminder, if you have questions or need help finding specific editors, understanding what you need in place to pitch large publications, and all the nitty gritty details of becoming a contributor to large publications...

Check out our full community and training: www.publishedandpaid.net

Hi, we're Kimanzi and Cindy Constable

We've helped over two thousand entrepreneurs become contributors to over 100 large publications, and taught them how to leverage them to generate two million dollars plus for their business. We've help entrepreneurs secure over three million dollars in booked corporate training, licensing, and content services.



Kimanzi is the author of four books that have sold over 150,000 copies. You can see his content in The HuffPost, Entrepreneur Magazine (online and print), SUCCESS Magazine, AskMen, Mind Body Green, Fox News, The Good Men Project, Yahoo, NBC News, Time Magazine, Business Insider, Addicted 2 Success, CBS News, and over 60 blogs. He has been

interviewed on over 250 podcasts and has had over ten million words published online.

Cindy is a global consultant, TEDx speaker, and business growth strategy expert. She is passionate about delivering extraordinary results. She has been on several podcasts and radio interviews. With over a decade of experience, she has the skills, knowledge, and expertise. She is the former CFO of the city of Ocala, Florida. She has hired and booked thousands of consultants, and has seen every size of consulting proposal. She understands what it's like to be on your side of the desk.