



HOW TO WRITE A GOOD PITCH WORKSHEET

▶ PART 1: ESTABLISH AUTHORITY

Example:

Hello (name),

My name is Amanda Abella. I'm a writer with over six years of experience writing about finance and business topics online. My work has been featured in Forbes, Inc, The Huffington Post and more. I've also written for major financial companies like Credit Karma, Discover and Wells Fargo.

▶ PART 2: PORTFOLIO

Below you'll find some samples of my work. You can also learn more about me and my work on my website ([link to site](#))

(3 samples of your work. Make sure to link it.)

- Sample 1
- Sample 2
- Sample 3

▶ PART 3: IDEAS (AKA. WHAT'S IN IT FOR THEM?)

I was on your site and noticed you you write about (x, y and z). I'd like to write some pieces on (find an angle they don't have yet).

▶ PART 4: SIGN OFF

Thank you for considering me. I look forward to hearing from you.

Signature