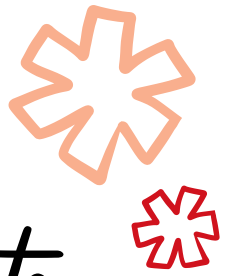


TIPS & TRICKS

for Freelance Journalists



GOOGLE ALERTS WILL CHANGE YOUR LIFE

About five years ago, I started doing daily Google Alerts for subjects that I was writing on. This helped me not only stay up to date with certain topics, but also see which outlets were covering the issues that I was interested in pitching and writing about. I discovered new publications that I'd never heard of, too. I can't tell you how life changing this has been in terms of staying across topics.

POSITIVE NEWS SELLS - AS DOES 'LIGHT AND SHADE'

The stories that I've written during my career that have been the best-received have been pieces on hip hop artists "rap-reporting" the news in Uganda. I ended up writing about this for four different outlets. The news cycle is high *and* low.

WRITE THE PITCH HOW YOU'D WRITE THE STORY

Since doing this, I've had more success with my pitches. I think when you can better illustrate to an editor how you'd sell the story, it works. But keep in mind that overall you need to show the editor what the pitch is about. One editor even said recently this should be in only 100 words.

ALWAYS REPLY AND POLITELY TO REJECTIONS.

Journalism is all about relationships. Manners are everything. Besides, who doesn't want their editors to think that they've got a dozen others to send that hot pitch to?

ALWAYS FOLLOW UP

The only reason I had a byline on the front page of the Saturday edition of the Sydney Morning Herald is because I followed up.

AMY FALLON IS A FREELANCE JOURNALIST AND MEDIA AND COMMUNICATIONS CONSULTANT.

amyfallon.com

