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## PRYAL PITCH BOOTCAMP

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### Why do the Pryal Pitch Bootcamp?

The goal of the Bootcamp is to help writers who are new to writing for online journalism markets learn the following skills:

- (1) How to write a pitch.
- (2) How to communicate professionally with editors.
- (3) How to select ideal markets for a pitch.
- (4) How to “sell” yourself as a journalist when you don’t think you have strong credentials.

### What the Bootcamp entails:

First, I will send you a quick guide to writing pitches to help you get started.

Then, you and I will complete the following writing and reviewing process:

- (1) You will write one 500-word pitch for an online magazine. We will use Google Drive so that we can work collaboratively.
- (2) I will read and comment on the pitch.
- (3) We will videoconference for 1 hour to discuss the pitch itself and the process of submitting it, including identifying ideal target markets, the best ways to communicate with editors, and more.

We can repeat this process as many times as you would like. Each new session will cover more details of the journalism profession.

### What the Bootcamp costs:

- 1 Session = \$100
- 2 Sessions = \$180
- 3 Sessions = \$250

Payment is due in advance via Paypal. My Paypal account is [katie@pryalconsulting.com](mailto:katie@pryalconsulting.com).