

# Writers' Rough Drafts



Craft Your Content's  
Elisa Doucette & Erika Rasso

## How To Pitch: Craft Your Content

### **Best Way to Contact Elisa**

- ✍ Email: [hi@craftyourcontent.com](mailto:hi@craftyourcontent.com)
- ✍ Twitter: @elisadoucette or @craftcontent
- ✍ Facebook or LinkedIn: Craft Your Content

### **Guidelines for Submission**

- ✍ Must be submitted online through our website: ([www.craftyourcontent.com/write-for-us](http://www.craftyourcontent.com/write-for-us))
- ✍ Can be a full article or a detailed pitch that calls attention to what is specifically unique or different about your take.
- ✍ Don't forget to fill out all the fields on the submission form so the editors can fully understand your background and submission.

### **Word Count & Payment**

- ✍ Posts on CYC are at least 1,000 words long; most are in the 1,500-2,500 range.
- ✍ \$75-150 per article.

### **Notes on Editorial Calendar**

- ✍ Our editorial process uses Trello and Google Docs.
- ✍ New writers for CYC may have more developmental edits.

### **Ideal Article**

- ✍ Has a unique take on writing and creativity based on writer's own professional and personal experience.
- ✍ Makes their central point actionable. What can someone else learn from what you've gone through?
- ✍ Example: "[What Cycling Across Canada Taught Me About Writing.](#)"

### **Do's for Pitching**

- ✍ Tell us what makes your piece different from other articles on the same topic.
- ✍ Sell us on your story by sharing what people can learn from your piece.
- ✍ Have a title and a developed pitch.

### **Don'ts for Pitching**

- ✍ Send us a canned pitch or a full draft.
- ✍ Be unresponsive to the editors.
- ✍ Disengage during the editing and revision process.

### **Learn More**

- ✍ Visit [www.craftyourcontent.com/episode66](http://www.craftyourcontent.com/episode66) for detailed show notes or to relisten to the episode.