1. Record Nr. UNINA9910785421903321 Autore **Quinn Catherine** Titolo No contacts? no problem! how to pitch and sell a freelance feature // Catherine Quinn Pubbl/distr/stampa London, [England]:,: Methuen Drama,, 2009 ©2009 **ISBN** 1-282-96072-5 9786612960727 1-4081-3086-6 1-4081-9877-0 Descrizione fisica 1 online resource (262 p.) Disciplina 070.52 Soggetti Authorship - Marketing Periodicals - Publishing - Great Britain Newspaper publishing - Great Britain Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Nota di contenuto Cover Page; Title Page; Copyright Page; Table of Contents; Acknowledgements: Dedication: Introduction: 1 The pitch - at the heart of freelancing success; 2 Knowing the market - what's out there?; 3 Red-hot leads - narrowing your focus; 4 Not so fast! Before you pitch; 5 Ready ... set ... pitch!; 6 Help! I don't have any clips; 7 Chase-ups the most important part of your job; 8 Your first commission; 9 Writing the thing; 10 Keeping 'em coming; 11 Tricks of the trade; 12 And finally ...; 13 The four-week plan; Useful information and further reading; Appendix: Website access There are plenty of books on the market which tell you how to write Sommario/riassunto stylish prose, attention-grabbing headlines or market yourself better as a freelance writer. But how do you get that first piece published in a national publication? This book shows you the techniques that real freelancers use to sell their ideas and get into print. Professional freelancer Catherine Quinn, who built a successful freelance career from scratch, guides you through a step-by-step process to get your

first article in print, from how to format your pitch, to identifying the