

Revealed: How To Make Editors **Fall In Love** (And Stay In Love) With Your Work

Moderator: Miranda Marquit @MMarquit

Panelists:

Victoria Araj @VictoriaAraj23

Korrena Bailie @InsuranceBailie

John Egan @JohnJEgan

Matt Schulz @matthewschulz

Tops tips from top financial editors

Research the site so your pitch matches the style of, but doesn't duplicate, the content.

Review keywords so you can shape a headline and add structure to your story.

Promote by sharing your content with your social media followers.

Include relevant sources so editors know you back your research with authority.

Hit your deadlines, or let the editor know if the unexpected changes your ability.

Check your ego and be willing to take suggestions from your editor.

Keep an eye out for other stories. Look for trends and features, rather than waiting for assignments.

Cultivate your own sources so you have go-to people with good social media followings, or good credentials, to bring fresh voices to your pieces.

Ask about format, since each editor has different requirements about word count, subheads, lists, paragraph length, and other items.

Don't hound the editor about publication dates. Get an idea of the process ahead of time, and then let it play out.

"Include a catchy headline, preferably one that includes keyword research. Even if I don't use it, it will catch my attention or give me other great headline ideas."

-- Korrena Bailie, InsuranceQuotes.com (a Bankrate company)

"Editors love a team of staffers they can rely on for great ideas, well-sourced stories delivered on deadline, and clean copy. Be that person to an editor, and you make yourself a real asset."

-- Matt Schulz, CreditCards.com

"Be nice and be professional. The freelance community is relatively small, and editors talk to one another. If you've got a reputation for being hard to work with, several editors around the country probably already know this."

-- John Egan, SpareFoot

"Make your suggestions desirable. Look for gaps in the site's content that you know your writing can fill. Suggest ways to enhance the post, such as embedding an online poll, photo gallery or call out boxes with interesting facts or statistics."

-- Victoria Araj, Quicken Loans Zing Blog

Get these tips online

<http://mirandamarquit.com/fincon14>