KEY TAKEAWAYS

1

Prioritize Originality

Focus on insights that challenge conventional wisdom to capture attention.



KEY TAKEAWAYS

2

Explore Niche Topics

Specialized subjects can captivate a broader audience than expected.



KEY TAKEAWAYS



Showcase Biopharma Expertise

Use your technical background to provide depth and authenticity in your op-ed.



KEY TAKEAWAYS

4

Select Supporting Data

Use data that enhances your story, avoiding data overload.



KEY TAKEAWAYS

5

Don't Depend on News Hooks

Great ideas are timely on their own merit; pitch them when they're ready.

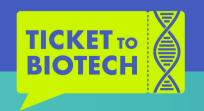


KEY TAKEAWAYS

6

Customize to Fit the Outlet

Align your pitch with the specific interests and style of the publication.



KEY TAKEAWAYS



Open With a Strong Insight

Begin your pitch with a compelling insight or statement.



KEY TAKEAWAYS



Limit Pitch Word Count

Concisely present your op-ed's key message within 200-400 words.



KEY TAKEAWAYS



Make Article Access Easy for the Editor

Paste the full op-ed text at the bottom of your email pitch.



KEY TAKEAWAYS

10

Follow Up After 24 Hours

If no response, follow up to three times, each ~a day apart.

