

COMM CONVO: OP-ED EDGE

KEY TAKEAWAYS

1

Prioritize Originality

Focus on insights that challenge conventional wisdom to capture attention.

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2

Explore Niche Topics

Specialized subjects can captivate a broader audience than expected.

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3

Showcase Biopharma Expertise

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

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4

Select Supporting Data

Use data that enhances your story, avoiding data overload.

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5

Don't Depend on News Hooks

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

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6

Customize to Fit the Outlet

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

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7

Open With a Strong Insight

Begin your pitch with a compelling insight or statement.

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8

Limit Pitch Word Count

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

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9

Make Article Access Easy for the Editor

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

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10

Follow Up After 24 Hours

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