

# How to Get Your Op-ed Placed in a Professional Publication

Next, you'll want to identify the publication you want to pitch your op-ed to. A list of professional publications that accept op-eds is available at [www.op-ed.com](http://www.op-ed.com). The list includes publications such as The New York Times, The Washington Post, and The Huffington Post.

## THE PITCH

Keep email pitches short. Be sure to include:

- **Opportunity** – what you’re offering, why it’s important
- **Value** – what you’re offering, why it’s important, what you can do for the recipient  
**Opportunity** – what you’re offering, why it’s important, what you can do for the recipient
- **Personalization** – what you’re offering, why it’s important  
**Content** – what you’re offering, why it’s important, what you can do for the recipient

## SENDING YOUR PITCH

Make your pitch stand out by being concise. Focus on the benefits of your pitch, not the features. Use a clear subject line and a clear call to action.

Be clear and concise. Use a clear subject line and a clear call to action. Use a clear subject line and a clear call to action. Use a clear subject line and a clear call to action. OK

## TIMING

Timing is key. Send your pitch at the right time. Send your pitch at the right time. Send your pitch at the right time. Send your pitch at the right time. Send your pitch at the right time.

## TIPS FOR OP-EDS ON BREAKING NEWS

Op-eds on breaking news should be concise and to the point. Use a clear subject line and a clear call to action. Use a clear subject line and a clear call to action. Use a clear subject line and a clear call to action.

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