

## 5 Tips to Create Content Ideas Editors Will Love

Written by [Jan Davis](#) on July 16, 2018 · [Leave a Comment](#)

Do you get frustrated when you hear an editor say, “pitch me some ideas” or anything that remotely sounds like an editor wants you to bring ideas to the table?

Maybe you don't like pitching ideas, maybe you do. Most people I've talked to think it's hard to find good ideas to pitch. They feel stuck...

Yet, finding “pitchable” ideas editors will love might be right under your nose.



It's easy to overcomplicate ideas you want to pitch to a publication. You want to be different, unique, and have a powerful wow factor.

But in reality, all you need to do is solve a problem or give information that the target market is craving.

Yes, you may need to find a different hook to an existing idea that is already hot, but let your target market help you out.

Try the following tips and become an idea generator your editors and clients will love.

### Tip 1. Look for problems and successes in your target market.

The best place to start your idea search is from your ideal customer. They are your niche's biggest advocates and loudest critics.

Everyone has an opinion — positive, negative, or indifferent. And in today's digital age, people make it easier than ever to be heard. All you need to do is take the time to listen.

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## Tip 2. Hang out on and offline with your target market.

It's important to know where your target market hangs out. You can find your target market in comments and reviews online, on social media, at the hardware store, the grocery store, and the list goes on and on.

Start with the client's website and competitors' websites. Surf the company's website looking at old and new information. Make sure you read through available comments, the company's FAQs, and testimonials. Pay attention to the words used, for they are the client's and customer's verbiage.

Other places to hang out for information are social media, forum boards, and informational sharing sites such as Quora.

Once you begin hanging out with the target market, you'll notice trends, hot spots, and gain ideas to write about.

## Tip 3. Talk to someone in your target market that isn't you.

Many of us write in niches dear to our hearts and we are the target market. To get a different perspective, you need to look outside yourself. As you interact with the target market, listen to what is being said or not said. Both can give you ideas your editor needs.

## Tip 4. Look at other niches and how they deal with the same or similar issues.

Every niche is unique, but people are people and every niche deals with people.

For instance, if you write for B2B educational software, look at B2B business software. Both provide information to make workers lives easier. They may use similar technology with different verbiage and usage. And one niche may cover it better than the other, giving you ideas and angles to write about.

## Tip 5. Take your idea from the above four tips and brainstorm.

Once you have an idea for your target market, brainstorm, brainstorm, brainstorm. Break the idea down into tiny little pieces where you can see all aspects of the problem you're trying to solve.

Use any means you like from paper and pencil to a computer device. And use any brainstorming method you choose, such as mind mapping, brain dumping, outlining, and so forth.

During brainstorming, do not filter yourself. Dump out ideas and figure out later where they fit or if they fit in your idea pool.

Many times your final idea is a small section or offshoot discovered during brainstorming.

Brainstorm writing ideas every day. The more you practice brainstorming, the better you'll become. Plus, you'll start coming up and recognizing ideas when you aren't trying.

## Bonus Tip 6. Make it easy for the editor to accept your ideas and want to work with you.

Give the editor several concise, clean, easy-to-read ideas at one time, unless they specify differently.

I like pitching in groups of three. To me, three isn't too many nor too few. There isn't a magic number to pitch at one time, but make sure you follow all directions required by the editor.

You'll rarely have all your ideas accepted at once, and sometimes you won't have any of your ideas accepted at all. But keep pitching them.

Make sure your article's Big Idea is perfectly clear. Write your pitch or idea as though your career depends on every word — because it does.

Be specific in your topic, show examples of what you'll be writing about, and make sure your writing is clean without spelling, punctuation, or grammar issues.

Make the inquiry easy to read. Using bullet points allows an editor the ability to quickly scan your idea.

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If you've never written for the publication before, you are showing them you know how to write. And if this is someone you write for regularly, you don't want them to think you've become sloppy.

Make sure you've signed your email in a professional manner. Include your website and email address below your signature line for easy accessibility.

Don't forget to thank the editor. And while you're at it, let the editor know you're willing to write on any other topic they need.

By pitching ideas your target market craves, you let the editor know three things:

1. You are in touch with your target market.
2. You are an idea person who can bring more to their publication.
3. You open up different subject matters the editor knows you can write about.

And the biggest reward for becoming an idea person is becoming a go-to writer for that editor, which gives you more writing assignments.

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