

Written Pitch Toolkit: Concept development

Writing an engaging pitch is your opportunity to share your research with a non-academic audience. It needs to summarise your findings succinctly and be easy-to-read, **accessible and convincing** for those outside of the research community.

- ❑ Keep the headline **short** and **snappy** – anything above 10-12 words is getting too long.
- ❑ Make your headline attention-grabbing while keeping it true to your findings. A good headline is crucial as it is the first thing people see – on average, 8 out of 10 people will read a headline but only 2 out of 10 will read the text below.
- ❑ Make the most of punctuation in headlines by considering colons or question marks.
- ❑ Think of **key words** that people will Google about your topic and try and use them in your headline. Use key words and phrases to communicate and have a look at political/media buzzwords currently in the field of your research.
- ❑ Start with your key finding/insight and work down from there - outlining other important findings and the context of your research.
- ❑ Highlight why your research is relevant. Why should the wider public be interested in your findings? Why should they engage with it? How will your research make a difference to your target audience?
- ❑ Use every day understandable language – how would you explain your findings to a friend?
- ❑ Be succinct - keep to the word limit of 250 words.

Written Pitch Toolkit: Errors to avoid

- Copying and pasting your thesis introduction – you are writing this pitch for a non-academic audience and need to tailor it accordingly.
- Using jargon or acronyms – some people won't understand what they mean and may lose interest or feel alienated.
- Including references - this is just a summary of your findings.
- Using long flowery sentences – keep them short and clear.
- Waffling without making your focus clear – make sure you clearly outline your central argument!
- Repetition and including irrelevant information – you only have 250 words to use, think carefully about how to make each word count & grab the readers' attention.

Written Pitch Toolkit: Examples & Checklist

Examples

- Take a look at the [LSE Brexit Blog](#) for some examples of **blog posts** that we know are read by a wide audience, and specifically by both policymakers and the media.
- Think of your pitch as a blog that you are writing to appeal to non-experts where every group who might have an interest in the research could have potential for engagement.

Ready? Check the following before submitting!

- Maximum one headline and one 250-word summary
- Word file
- Do not include any logos eg the LSE logo.
- Fill out the [submission form](#) and email to idea.showcase@lse.ac.uk.