

# How to pitch freelance services to Luna Eden Publishing

Use this guide to prepare a focused pitch for your freelance services, send it to Luna Eden Publishing and follow up professionally. Make your specialism clear, support your experience with relevant examples and give realistic availability. Replace every template placeholder with accurate details before sending.

## 1. Define the offer

Be clear about the services you offer and the genres you know well. Tailor your pitch to Luna Eden Publishing's list and production needs rather than sending a general offer of help.

- **Genre and format:** Specify relevant areas, such as fiction, non-fiction, academic texts, memoirs, science fiction or children's books. Include only genuine specialisms.
- **Service:** State the work you are offering, such as developmental editing, copyediting, proofreading, indexing, cover design or ghostwriting. Include only services you provide.
- **Fit with Luna Eden Publishing:** Show how your specialisms relate to its published titles or stated requirements. Use information you have checked rather than assuming what work is available.

## 2. Prepare a professional portfolio

Before you get in touch, make sure your website or professional profile demonstrates the experience and services described in your pitch.

- **Portfolio hub:** Maintain a concise website or a well-presented LinkedIn or Reedsy profile.

- **Essential information:** Include a short introduction, services, genre specialisms and relevant projects that can be shared publicly.
- **Testimonials:** Include brief, relevant author or editor testimonials where available and approved for use.

### 3. Set the editorial style

Luna Eden Publishing uses British English and *New Hart's Rules: The Oxford Style Guide*, published by Oxford University Press, as its default editorial reference. Consult it for spelling, punctuation, capitalisation, hyphenation and preparing copy. This is the professional publishing guide, not the University of Oxford's separate communications style guide. Describe your familiarity with it honestly in your pitch. For commissioned work, follow the agreed project brief and house style, and note any departures from the default in your project style sheet. Before editing, confirm any project-specific English variety. Record recurring style decisions and check uncertain points against the Oxford Style Guide.

### 4. Structure a concise pitch

Aim for approximately 150–200 words. Follow the structure below, tailoring your pitch to Luna Eden Publishing and making only claims you can support.

| Email Section       | Purpose                                                                    | Example                                                                                                          |
|---------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Subject Line</b> | Clear, searchable, and professional.                                       | Freelance [service] enquiry – [Your name] – [Genre]                                                              |
| <b>The Hook</b>     | Address the recipient by name where known and explain why you are writing. | Introduce yourself, identify your service and genre, and explain their relevance to Luna Eden Publishing's list. |

|                        |                                                                      |                                                                                                                                                                                              |
|------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The Credibility</b> | Highlight relevant achievements, training or projects.               | Include one or two verified examples of relevant projects, qualifications or experience.                                                                                                     |
| <b>The Value</b>       | Explain how your services could meet the publisher's needs.          | State your services and availability. Describe your familiarity with the Oxford Style Guide accurately and confirm that you will follow Luna Eden Publishing's agreed brief and house style. |
| <b>Call to Action</b>  | Suggest a clear next step without putting pressure on the recipient. | Ask whether Luna Eden Publishing is accepting freelance enquiries and offer your portfolio, editorial CV or a sample edit if appropriate.                                                    |

## 5. Find and approach the right contact

- **Research the list:** Review Luna Eden Publishing's relevant titles and genres. Explain how your services fit its publications and any stated production requirements.
- **Choose the contact:** Follow any freelance enquiry instructions Luna Eden Publishing provides. Use the designated contact route and address the recipient by name where known. Check contact details rather than guessing a name or email address.

## 6. Follow up professionally

Give Luna Eden Publishing time to respond. Silence does not necessarily mean interest or rejection. Respect any published response times or restrictions on follow-up contact.

- **Timing:** Unless Luna Eden Publishing specifies otherwise, wait 2–3 weeks before following up on the original email thread.

- **Content:** Keep your follow-up brief. Refer to your original enquiry, ask whether freelance applications are being considered and confirm your availability without repeating the full pitch.

## 7. Adapt the pitch template

**Subject:** Freelance [service] enquiry – [Your name] – [Genre]

Dear [Editor's name],

I am a freelance [role] specialising in [genre] and would like to enquire about joining Luna Eden Publishing's freelance list for [service]. Your [specific title or list] is a good fit for my experience because [brief, verified reason].

My relevant experience includes [verified project, qualification or experience]. I have [accurate description of experience] with *New Hart's Rules: The Oxford Style Guide*, your default editorial reference, and will follow your agreed project brief and house style. I am available [realistic availability] and can work to agreed production deadlines.

I can offer the following services relevant to your list:

- [Service 1 and brief scope]
- [Service 2 and brief scope, if relevant]
- [Service 3 and brief scope, if relevant]

[My portfolio or editorial CV is attached / My portfolio details are provided below.] If you are accepting freelance enquiries, I would welcome a discussion about your requirements or the opportunity to complete an agreed sample edit.

Kind regards,

[Your name]

Freelance [role]

[Contact details]

[Professional portfolio details]

## 8. Check before sending

- Replace every placeholder and remove unused service entries or attachment options.
- Verify Luna Eden Publishing's contact details, the recipient's name where known and any freelance enquiry instructions.
- Check that every claim about services, experience and availability is accurate.
- Use British English and acknowledge Luna Eden Publishing's Oxford Style Guide default and agreed project house style.
- Check the portfolio details and attach only the materials referred to in the email.
- If a screening test is requested, confirm its scope, deadline and terms before agreeing; apply the supplied brief and style requirements.