

Query Letter Critique

Does the query answer these questions:

- What is it about?
- Who is it about?
- Who is affected?
- Who will you include as your sources?
- Do you list any experts?
- Who are the real people who are examples of or affected by the phenomenon?
- Is the query letter a combination story summary and sales pitch?
- Think “Headline.”
- Who are you and why should an editor trust you with the assignment?
- Did the author demonstrate the reason for such trust with the nature and quality of their query?
- Does the author conclude the pitch with a summary of any special knowledge or background experience to show that they are the best writer for the article?
- Any unique access to the sources?