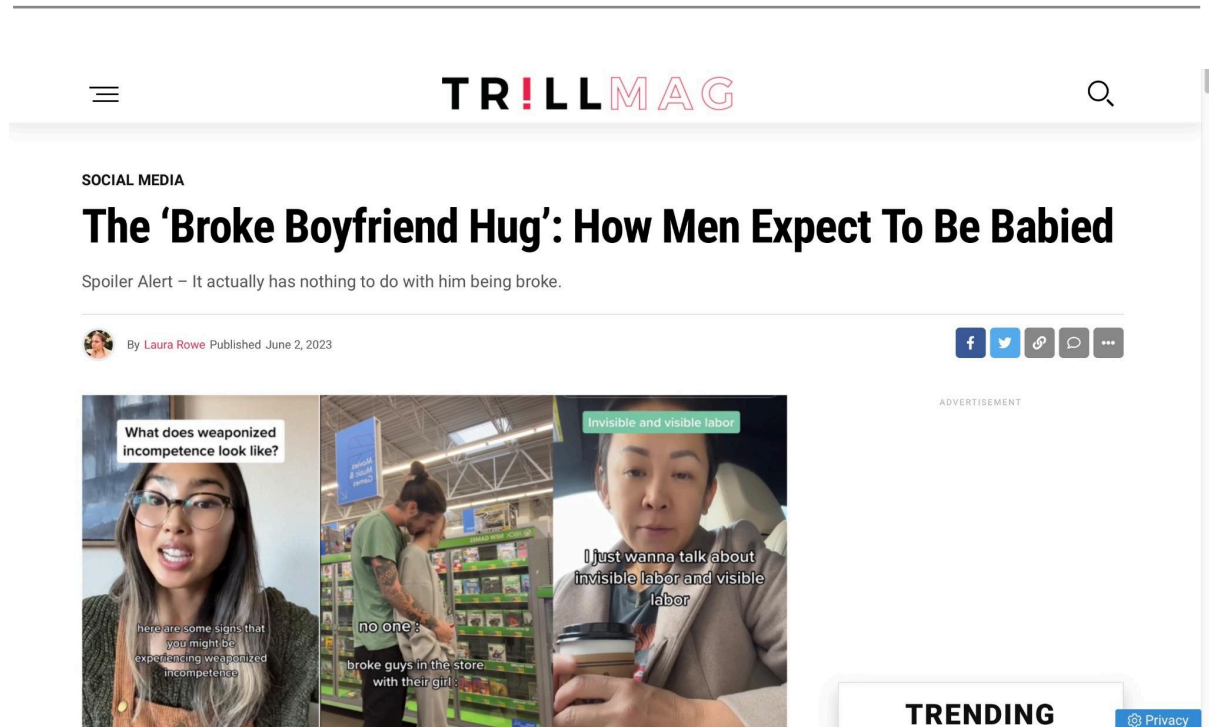


👉 How to Pitch Our Life Team

A brief guide to pitching content for our Life desk



[The 'Broke Boyfriend Hug': How Men Expect to Be Babied - Trill Mag](#)

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Trends

If you spend hours on social media and have your finger constantly on the pulse of what's happening across TikTok and Instagram, you'd be the perfect fit for our Social Media content writing team.

We're looking for writers to create **mid-length (700-2,000 word)** posts that cover the following topics and themes (but feel free to suggest any we're not covering that you think we should be!):

- **TikTok Trends:** listicles, run-throughs, explanations, deep dives, and more on the latest trends happening across TikTok on any topic.
- **Viral Hits:** Anything trending across social media that entertains or informs our target audience.
- **Instagram:** Collections of the **best photos** around a **specific theme** or topic, trending post coverage, captions and quote ideas. We welcome the suggestion of more general guidelines here.



Advice

For an **Advice** section tailored to a Gen-Z audience, covering advice features, reader Q&A, and topics ranging from dating to health and social situations, the content should be honest, fun, and supportive.

It should encourage open conversations while offering practical tips and relatable guidance on common issues.

Advice Features + Reader Q&A

- **Structured Around Common Issues:** Write articles that cover a range of common issues faced by Gen-Z readers, like "How to Deal with Friendship Drama" or "Balancing Mental Health and Social Life."
- **Highlight Reader Questions & Answers:** Use a Q&A format to directly address reader-submitted questions, providing thoughtful responses and actionable tips. Use a clear structure like "Question" followed by "Answer."

- **Blend Personal Experience with Expert Advice:** Offer a mix of relatable personal anecdotes, practical tips, and professional insights. Use subsections like “Our Take,” “What the Experts Say,” and “How to Handle It.”

For the Girls (Advice, Dating, Love, Relationships, Health)

- **Empowering & Real Talk for Young Women:** Focus on issues specific to young women, like navigating dating, friendships, self-image, and health topics. Use catchy titles like “Dating Red Flags to Look Out For” or “How to Love Your Body.”
- **Break Down by Topic & Situation:** Use sections like “Dating & Love,” “Friendship & Self-Care,” and “Health & Wellness” for clear navigation. Offer advice on specific scenarios (e.g., “What to Do When He Ghosts You”).
- **Encourage Confidence & Self-Care:** Frame the advice around self-worth, body positivity, and mental well-being. Empower readers to make choices that reflect self-love and self-respect.

For the Guys (Advice, Dating, Love, Relationships, Health)

- **Honest & Direct Advice for Young Men:** Cover issues that resonate with young men, like dating tips, self-improvement, friendships, and mental health in a straightforward and relatable way. Use titles like “How to Navigate the ‘What Are We?’ Conversation” or “Tips for Better Mental Health.”
- **Mix Practical Tips & Real-Life Scenarios:** Offer practical advice for common situations, like dealing with breakups, making new friends, or handling stress. Include sections like “Dating & Love,” “Building Confidence,” and “Fitness & Health.”
- **Encourage Open Conversations & Self-Awareness:** Encourage emotional openness and self-awareness, breaking down stereotypes and promoting healthy communication.

Social Q’s (Lighthearted Advice for Awkward Situations)

- **Lighthearted & Relatable Solutions:** Address socially awkward situations with humor and empathy. Write in a fun and playful tone to put readers at ease (e.g., “What to Do When You Forget Someone’s Name at a Party”).
- **Quick & Actionable Advice:** Keep tips short, funny, and to the point, offering quick solutions that readers can apply to awkward social moments. Use sections like “The Situation,” “What to Do,” and “How to Move On.”
- **Relatable Scenarios & Real Talk:** Use scenarios that readers are likely to experience in their day-to-day lives, from small talk at a work event to handling embarrassing moments in public.



For an **Opinion** section covering topics like “Hot Takes,” “POV,” and “The Ethicist,” the content should be thought-provoking, personal, and encourage readers to reflect on different perspectives.

This section is where writers can share their views on current events, social issues, and personal experiences, often offering advice or challenging conventional thinking.

Hot Takes

- **Quick & Provocative Pieces:** “Hot Takes” are meant to be provocative, offering fresh, often surprising perspectives on trending topics. The writing should be punchy and grab attention with bold statements (e.g., “Why Influencer Culture is Hurting Self-Esteem”).
- **Clear Argument & Impactful Opening:** Start with a strong hook or controversial opinion to immediately draw readers in. Use sections like “The Problem,” “The Argument,” and “The Takeaway” to present your opinion in a structured way.
- **Mix of Pop Culture & Personal Insight:** Use references to pop culture, social trends, or recent events to make the piece feel timely and relevant. Incorporate personal insight to support the argument and keep it relatable.

POV (Point of View)

- **Personal Stories with a Wider Angle:** POV pieces share personal experiences that tie into a larger societal or cultural topic. The narrative should feel intimate and honest, but with a purpose to reflect on broader themes (e.g., “Why I Quit Hustle Culture to Find Happiness”).
- **Storytelling & Reflection:** Use a storytelling approach that’s rich in detail, guiding readers through the experience while offering reflections along the way. Organize the piece in a way that moves from personal anecdote to a deeper message or call to action.
- **Empathy & Open-Mindedness:** The tone should be open and invite empathy, allowing readers to understand a different perspective or experience. Frame the story in a way that encourages readers to reflect on their own views.

The Ethicist (Advice on Life’s Trickiest Situations & Moral Dilemmas)

- **Ethical Advice with Thoughtful Exploration:** This section should focus on providing advice for difficult ethical or moral dilemmas, exploring the gray areas of life. The writing should take on a problem-solving approach, offering nuanced perspectives (e.g., “Should I Tell My Friend They’re Making a Big Mistake?”).
- **Balanced Arguments & Advice:** Present multiple angles to a dilemma before offering advice or a conclusion. Use sections like “The Dilemma,” “The Options,” and “The Solution” to break down the situation clearly.
- **Blend of Philosophical & Practical Thinking:** Mix philosophical thinking (e.g., ethical theories, values) with practical advice on how to navigate complex life situations. Ensure the advice feels thoughtful yet actionable.

Open to Ideas from the Editorial Group for Other Columns

- **Encourage Writers' Unique Ideas & Voices:** Empower the editorial group to brainstorm new columns based on current events, trending topics, or cultural shifts. Allow space for new and original series that fit within the opinion genre.
 - **Flexible Format & Creative Angles:** Depending on the topic, pieces can range from listicles to long-form essays, or even dialogue-based content that explores differing opinions on one subject.
 - **Encourage Exploration of Diverse Themes:** Columns could address social justice, lifestyle trends, mental health, politics, or entertainment, allowing writers to explore a variety of interests and passions.
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People & Interviews

For a **People of Interest & Interview** section aimed at a Gen-Z audience, focusing on spotlighting inspiring individuals, sharing success stories of those under 30, and providing insightful interviews, the content should be engaging, aspirational, and relatable.

The goal is to highlight individuals making an impact, offering readers a glimpse into their journeys and achievements.

Interviews & Spotlight Pieces on People of Interest to Gen-Z

- **Profile & Background Information:** Start with an introduction to the interviewee, providing their background, achievements, and why they're relevant to the Gen-Z audience. Use a hook like "Meet the [Job Title/Passion]: [Name] Is Changing the Game in [Industry/Field]."
- **In-Depth Q&A or Narrative Format:** Use a Q&A format for traditional interviews, highlighting key quotes and insights from the interviewee. Alternatively, use a narrative format to weave together their story, blending quotes with descriptive storytelling.
- **Highlight Impact & Message:** Use sections like "How They're Making a Difference," "Challenges They've Overcome," and "Advice for Others" to break down the interviewee's journey, impact, and message for readers.

Young People Making Waves

- **Focus on the Change-Makers:** Highlight young individuals who are making a significant impact in their communities, industries, or social movements. Use titles like "Young Innovators to Watch" or "The Next Generation of [Industry]."
- **Inspire & Educate:** Use sections like "Their Story," "What Drives Them," and "Their Vision for the Future" to show how these young change-makers are shaping the world around them.

- **Encourage Reflection & Action:** Highlight the advice, lessons, or calls to action from the featured individuals, offering readers ways to get involved, support their work, or apply similar mindsets to their own lives.

Under 30: Success Stories from People Under 30

- **Profile the Achievers & Highlight Success:** Spotlight those under 30 who have reached significant milestones in their careers, activism, art, or community work. Use catchy headlines like “Under 30 and Thriving: [Name]’s Path to Success” or “Meet the [Age]-Year-Old Disrupting [Industry].”
- **Highlight Achievements & Journeys:** Focus on how they achieved their success, what hurdles they faced, and what motivates them. Use sections like “How They Got Started,” “Their Defining Moment,” and “Lessons Learned.”
- **Provide Practical Insights & Takeaways:** Offer actionable advice, tips, or philosophies from the interviewees that readers can apply to their own lives. Use quotes like “If There’s One Thing I’d Tell My Younger Self...” to highlight key learnings.



College

We’re looking for writers who live and breathe campus life and all things college to create unique **mid-length (750-2,000 word)** posts and articles on the following - but not limited to - topics:

- **College Life:** News, advice, events, opinion. Also, anything specific to individual universities/colleges that is light-hearted.
 - **Social Media:** Trends, Captions, quotes for graduation, spring break, and general college life.
 - **Big Name on Campus:** Interviews with persons of interest. Interesting story, achievement, movement, etc.
 - **Mental Health & Wellness:** Advice, awareness,
 - **Shopping:** Dorm decor, fashion, back-to-school essentials, party essentials, homesickness products, graduation gifts, and more.
 - **Seasonal:** Grad Season, Spring Break, Back-to-School related.
 - **Party:** Grad Night, Spring Break, Back-to-School themes, decor.
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Love & Relationships

For a Love & Relationships section aimed at a Gen-Z audience, covering relationship goals, modern love, and topics like dating advice, gender, and sexuality, the content should be open, authentic, and offer fresh perspectives. This section should help readers navigate their love lives, personal growth, and identity with a mix of humor, honesty, and supportive advice. Here's how to structure your guide for these themes and more.

Relationship Goals

- **Highlight Healthy Relationship Habits:** Share articles about positive relationship habits and qualities that define strong partnerships (e.g., “5 Signs Your Relationship is Built to Last”).
- **Inspirational & Relatable Content:** Use examples from pop culture couples, real-life stories, or relationship experts to show what “relationship goals” look like. Create sections like “Communication Goals,” “Couple Self-Care Ideas,” and “How to Grow Together.”
- **Include Visuals & Examples:** Use visuals like cute couple photos, quote graphics, and scenarios to make the advice more relatable and engaging.

We Enthusiastically Endorse...

- **Highlight Products, Books, & Activities:** Recommend items and activities that enhance love and relationships, such as couple's games, date night ideas, or self-help books (e.g., “10 Relationship Books That Changed the Way We See Love”).
- **Personal & Insightful Recommendations:** Write from personal experience or editor endorsements to make the recommendations feel genuine. Use sections like “Why We Love It,” “Perfect for These Situations,” and “Where to Buy.”
- **Include Affordable & Thoughtful Ideas:** Offer budget-friendly options and emphasize thoughtfulness over price. Include recommendations for different relationship stages, like long-term couples, new relationships, or long-distance partners.

“Bad” Dating Advice That's Actually Really Freaking Genius

- **Explore Unconventional Dating Tips:** Challenge traditional dating norms and provide “bad” advice that’s actually helpful (e.g., “Why Not Texting Back Right Away Can Be a Good Thing”).
- **Humorous & Insightful Content:** Use humor and wit to show how counterintuitive advice can lead to better dating experiences. Create sections like “Why It Works,” “When to Use It,” and “Real-Life Examples.”
- **Encourage Readers to Break Dating Rules:** Promote self-confidence and encourage readers to approach dating authentically, without feeling pressured by traditional rules.

Gender & Sexuality 101

- **Educational & Inclusive Content:** Share articles that explore different aspects of gender identity, sexual orientation, and understanding diverse perspectives (e.g., “Understanding Your Gender Identity,” “A Guide to Sexuality for College Students”).
- **Use a Thoughtful & Supportive Approach:** Use language that’s inclusive, affirming, and helps readers explore their own identities safely. Provide resources for support and further learning, like “How to Come Out to Your Friends” or “Safe Spaces for LGBTQ+ Students.”
- **Highlight Personal Stories & Diverse Experiences:** Share stories from readers, contributors, or experts to show the range of experiences with gender and sexuality. Include visuals that celebrate diversity and self-expression.

Modern Love

- **Explore the Realities of Dating Today:** Discuss what it means to date in the modern world, from navigating dating apps to understanding hookup culture (e.g., “How to Thrive in the World of Dating Apps”).
- **Highlight Different Love Experiences & Styles:** Explore topics like open relationships, casual dating, and online dating. Use sections like “What You Need to Know,” “Pros & Cons,” and “How to Handle It.”
- **Real Stories & Honest Conversations:** Share real stories of love, heartbreak, dating, and growth. Write articles like “What I Learned from My First Love” or “Dating as a Queer Person in a Small Town.”

Q&As with Readers

- **Engage with Reader Questions & Concerns:** Create Q&A articles that address real reader questions about relationships, dating, self-love, and more. Use a conversational tone to provide thoughtful, practical answers.
 - **Highlight Common Themes & Concerns:** Group questions into themes like “Navigating Long-Distance Relationships,” “How to Know if They’re Into You,” and “Moving On After a Breakup.”
 - **Mix Humor & Practical Advice:** Use humor to make light of dating struggles while providing actionable advice. Emphasize that it’s okay to make mistakes and learn from them.
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How to pitch Trill Mag

Email us a tentative headline, a couple of sentences about the story and who you plan to talk to, a proposed word count, and a deadline.



A pitch should look like this:

Headline: A Massive Ransomware 'Explosion' Is Hitting Targets All Over the World In this story, I will explain the WannaCry malware that is currently infecting computers all around the world and why it's spreading so quickly. I'll have quotes from Costin Raiu, director of the global research and analysis team at Kaspersky, and a representative from one of the affected hospitals.

Word Count: 500

Deadline: Tuesday 5/16



How to submit your pitch application

Send your pitch to liam@trillmag.com with the subject line 'Life Intern Pitch'.

Include any other relevant information and experience you feel we should know about, including why you think you'd be a good fit for this role.

