



# Inside Stylists The Updated Lists Masterclass

Issue #10



# Lists you're going to love

Has it really been five months since the last lists Masterclass?

Well, this is a much-needed update. Why? Well, Covid has rocked the PR world and there's been a few shake-ups with Future taking on Time Inc and a new magazine on the horizon so I thought now was a great time to get those contacts updated. I'm sure I'm not alone in wanting to keep work relationships strong and build up new connections that lead to more work.

This Masterclass is bursting with a ton of editorial and pr contacts as well as some book and podcast recommendations. There's also a recap of one of the Inside Stylists Podcasts that aimed at helping you get more commissions.

I hope you find these lists helpful and if you have an idea for a future list please drop me a line and let me know.

Happy February

Em x





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1. Magazine contact list
2. How to pitch a feature
3. Fabric & Wallpaper contact list
4. Podcasts to inspire, increase productivity and more
5. Books to get you ahead

You can find more useful lists in [issue #5 here](#), including

Social Media stats tracker

Shoot checklist

Toolbox Checklist

Books to get you ahead

The monthly, weekly and daily planner sheets

# The Magazine Contact list

The magazine editors list has changed... a lot!

If you want to stay ahead of who's at the head of interiors magazines then this is the contact list for you.

## New kid on the block

I also want to give a shoutout to Insider member and Editor Jennifer Morgan for the launch of her first magazine Simply Scandi. She's a new entry on this list. Exciting times! [You can see all about it here.](#)

A massive thank you goes out to [Sally Smith](#) for doing the research for this list.

[Download the list here](#)



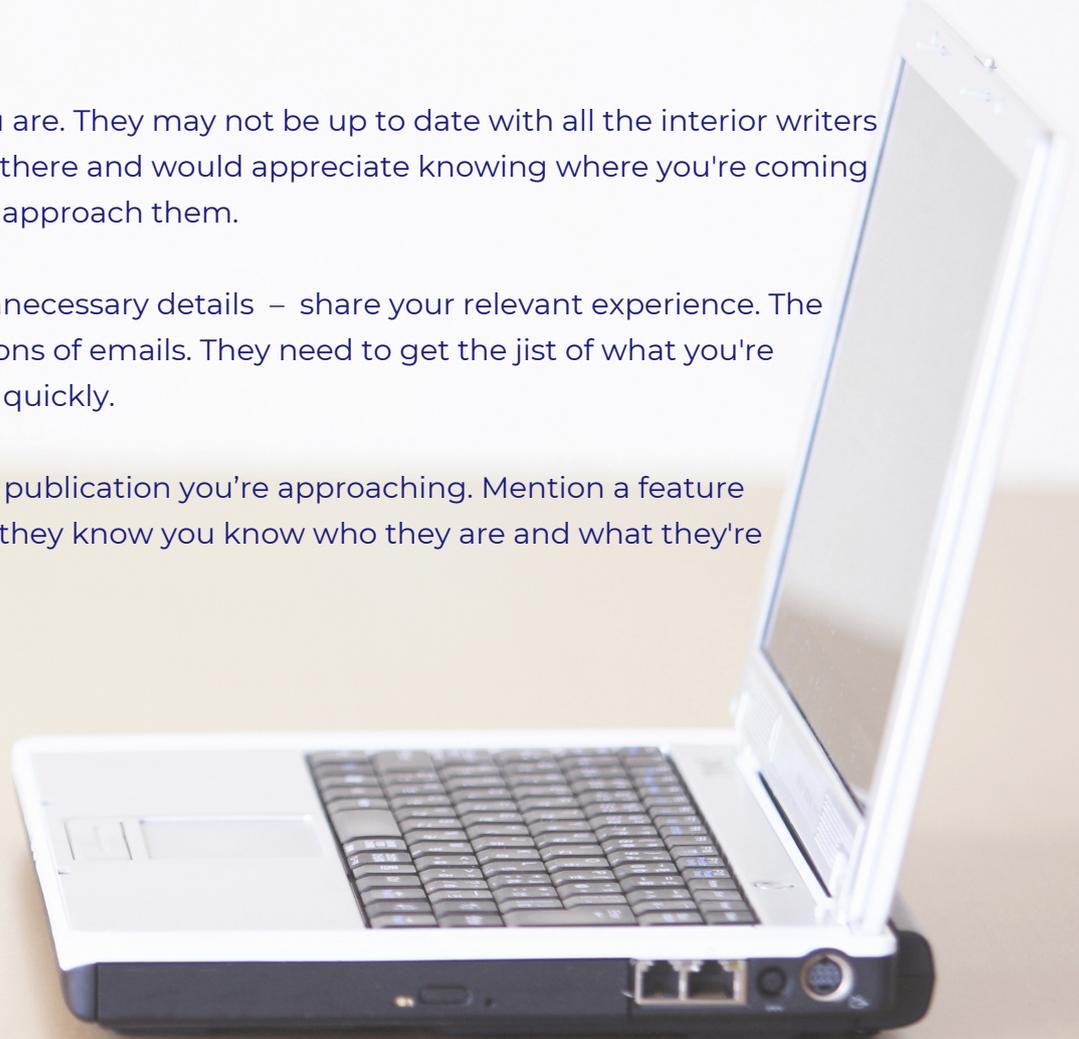
# How to Pitch to a magazine

A few years ago I interviewed journalist and feature pitching expert Jane Perrone on the Inside Stylists podcast. She shared her knowledge and -'what not to do', and gave loads of tips. I've been using this knowledge ever since. Here's a brief synopsis of that episode and the advice she gave.

If you want to listen to the whole episode here's the link

[CLICK HERE](#)

- Get the name of the person you're emailing. Never go with a Dear Sir/Madam - sounds pretty obvious but it happens all the time and comes across as lazy and like a blanket email
- Don't be rude about the publications you're applying to - in other words, don't say "I can't believe you don't have an interiors section in your publications. I can help you with that!"
- Explain who you are. They may not be up to date with all the interior writers and stylists out there and would appreciate knowing where you're coming from when you approach them.
- Don't go into unnecessary details – share your relevant experience. The editor will get tons of emails. They need to get the jist of what you're emailing about quickly.
- Understand the publication you're approaching. Mention a feature you enjoyed so they know you know who they are and what they're all about.





- Don't send millions of images. If you're pitching a real home feature edited choice is better but make sure they know there are more images to see. Or place all the images on a website lightbox/Dropbox and send them a link to everything there with just a teaser pic or three.
- Let the editor know how you're working. Do you want to own the rights to the shoot you're sending them? Are you able to reshoot sections – be crystal clear.
- Have a professional email address if you want to be taken seriously. Sorry, I know lots of you have @google/Hotmail accounts but it's quick and easy to get hello@myname.com and will look like you take your business seriously. If you have a portfolio website and own your name as a domain you can attach your email to that and redirect the emails through to your Google/Hotmail account so you can access all emails in one place.
- Understand the publication deadlines. When do they stop doing Christmas/Easter/summer/ features.
- If you don't hear back send a follow-up email or even better give them a call. It's easier to ignore an email - or not get round to replying. A phone call pretty much always gets answered. That said don't hassle!

# The Fabric Contact list

## Another list with lots of changes

With the evidence of prs working from home or being furloughed contacting the fabric and wallpaper brands has been a little more difficult than usual.

Here's an updated list with lots of changes to contacts and names.

A massive thank you goes out to assistant [Bella Dunne](#) for doing the research for this list.

[Download the list here](#)



# Podcasts to get ahead

The one for... wellness and feel-good vibes

## THE MINDVALLEY PODCAST

Loads of interviews about health, wellbeing and doing what will make you a happier person. I'm a bit obsessed with this guy! Great voice and accent!



The one for... Instagram tips and advice

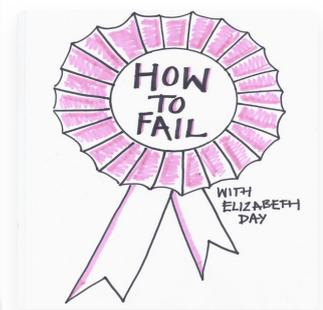
## THE JASMINE STAR SHOW

Whether it's a solo episode or one with an expert guest there's always something to learn from Jasmine - her Insta is also full of tips for reels, stories and engagement

The one for... learning from mistakes

## HOW TO FAIL WITH ELIZABETH DAY

Every week Elizabeth talks with people who have learnt from their mistakes from Henry Holland filing for bankruptst to Jamie Dornan's past acting failings.



The one for... marketing yourself on social media

## SOCIAL MEDIA MARKETING WITH MICHAEL STELZNER

If you want to know how to market yourself on any social media platform Michael has covered it. With over 440 episodes you'll find expert interviews on anything you might want to learn.

The one for ... healthy eating, sleeping and exersize

## THE MODEL HEALTH SHOW

Shawn's personal experience led to him becoming an expert in healthy living and his guests are excellent.



# The Books list

The books list was really popular on the last lists Masterclass so here's a few new ones to inspire you for work, rest and play. I've read all these so I'll give you why I think you'll love them too.

## Untamed by Glennon Doyle

This book is all about how the author learnt not to care about what people think of her. It was recommended to me by my coach and I was a bit resistant but in the end it kind of caught me by surprise and made me relisten to it again.

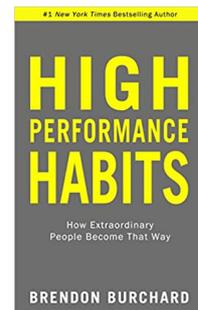


## More than a Woman by Caitlin Moran

This was gifted to me and just the intro was like she was inside my head. It made me laugh, cry and think about things from a different perspective.

## High Performance Habits by Brendon Burchard

I want to say that I loved this book but his voice drove me crazy! What he says is gold but read the book - don't listen on audible!! He shares his research on what habits successful people follow. It's good stuff.



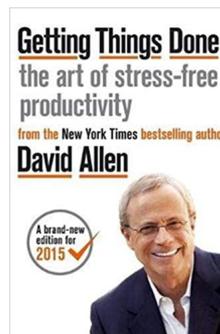
And a few more ....



My next read:

## Shoe Dog by Phil Knight

This is the story of how Nike founder Phil Knight got started and how he built his business from at \$50 start up.



My need to read:

## Getting Things Done: The Art of Stress-Free Productivity by David Allen

Valuable insights into personal productivity and organisation with system to help business owners streamline their work



My love to read:

## Brand Brilliance by Fiona Humberstone

This is the book I turn to when I need to do any graphic design layouts. I've learnt so much from it!

# Inside Stylists

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