



Hi *[first name of journalist]*,

I hope you're well. <The greeting can be made more personal if you've already had contact with the journalist and know a little bit about their life at the moment.>

*[Explain here how much you enjoyed/ was surprised, shocked or saddened] by your article on [the topic]. [Share a little more about your thoughts on the story and why it is relevant to you and your business].*

As you have already written about this topic, my own story is great fit for *[title of publication]*.

*[Introduce your story, e.g. research, new product, new certification or accreditation, your own personal story, a customer story of how they've overcome a serious challenge with your business' help.]*

*[Then explain why the story is ideal for the outlet's readers/ listeners/ viewers, e.g. your audience of young single mums will love reading the story and be reassured that they can also overcome challenges.]*

Kind regards,

*[Your name]*

*[Contact details, website]*