

Sample Pitch 1 (my first ever pitch):

Hi XXXXXXXX,

I'm a big fan of the XXXXXXXXXXXX and I've been an avid reader for the last few years. What you have created is an amazing go-to for women everywhere. I love both your career profiles and your home tours, and the way that you're able to blend these two different topics (+ many others) together seamlessly on one site is impressive.

I'm also a UCSB grad and at a turning point in my career with a big relocation to London. I've decided to follow my passion and I'm hoping to get some quick advice from you as you really know this market.

I'm planning to start an easy to understand personal finance site. It's an area I'm really passionate about (I have my CPA and MBA) but find that a lot of the information is dry or not easily actionable. I've noticed that a lot of your articles and career profiles seem to be skewing towards the self employed. I'd love your feedback on whether you think this would be something business owners (or future business owners) would be interested in reading about.

I also wrote an article I'd like to share with you as I was inspired by one of the comments left by your readers. You posted an article on saving and someone commented that it's much harder to budget and save when you have inconsistent income. I wrote a quick post to address that topic and I would be so thrilled if you could take a look at it. [I've posted it in google docs](#) as I haven't started a site yet.

Thank you in advance for any input!
Erica

***Note: I had no website and no writing experience prior to this email. I linked to an article in google docs (because who wants to open an attachment from a random stranger? No one.)

Sample Pitch #2:

Hi XXXX,

My name is Erica Gellerman and I'm a CPA and a personal finance writer/content marketer (and also a Gaucho). I've been taking a deep dive into XXXXX content and the blog posts are fantastic. I especially love the recent one on daily, weekly, and monthly habits. I currently have room for more ongoing work and wondered if you might be hiring any freelance writers?

I currently run [The Worth Project](#), a personal finance newsletter for (mostly) millennial women. The newsletter proudly boasts an open rate of 45%+ weekly. I also have a column on Forbes and I've written for Credit Karma, Ladder Life insurance, and others. For your reference, here is [my hire me](#) page with links to samples of my work.

I'm able to bring a unique blend to my writing as I worked as a CPA and I also worked in marketing for P&G after receiving my MBA from Duke.

Please feel free to contact me with any questions you may have. Thank you for your consideration!

Best,
Erica

Sample pitch 3:

Hi XXXX

I hope this email finds you well.

I'm a big fan of XXXXXXXX and I have been looking for ways to contribute to the Life & Business section that you have. A friend of mine, XXXXXXXX, suggested that I reach out to you as I loved reading the Thrill of the Hunt article that she did.

I'm a CPA+MBA and I write about topics related to money, women, and running an amazing small business. I specifically love writing for creative entrepreneurs because the money side of things is often the piece that is holding their business back from being as successful as it can be.

I've been looking through past posts and I think I've come up with a topic that hasn't been covered on your site and would provide useful information and motivation to your community.

Working Title: Creating a foundation for growth

Summary: As entrepreneurs we can get into this mad cycle of sell, sell, sell. But this means nothing unless we are creating a foundation for growth in our business. How do you create this foundation?

- (1) Keep a clear focus on value
- (2) Make room in your margins
- (3) Keep your money in check

I've written a few different articles about business and money management as the editor for [The Everygirl](#), as well as a more personal article on [DailyWorth](#).

I'm more than happy to update or change this if you think there is an approach that would be a better fit for your readers.

Thanks in advance for your consideration!