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Subject Line: HARO - [2-3 words to describe pitch topic]

Body of the e-mail:

Hello [name, if they include it]!

My name is Erika Couto and I'm a [title - ie: influencer growth strategist] who helps [who you help here] [do/accomplish/become/eliminate/maximize - power verb] so that they can [result - ie: make more money in their business]. I've been featured in [anywhere you've been featured, otherwise take this out].

[1-2 sentence context about why you're the right expert for this].

[your answer/blurb/quote here IN THE BODY OF THE E-MAIL, don't ask them to get back to you if they're interested in you. Trust me, they have enough pitches already from people who have already supplied their answer]

My website is [include this here], let me know if you need my social handles.

Looking forward to hearing from you and reading the article!

-[Your name]

P.S. [Look up the writer's name and find an article of theirs that they've recently done. Tell them why you liked it/what you learned from it. Don't bullshit them, be genuine].

EXAMPLE IN ACTION

This is for my bustle feature, which you can read here: <https://www.bustle.com/p/13-tried-true-ways-to-give-off-more-positive-energy-that-people-can-actually-sense-74267>

E-Mail Subject: HARO - Positive Energy

[INTRODUCTION] Hello, Carolyn!

[WHO I AM] My name is Erika Couto and I'm an influencer growth strategist who helps emerging and established influencers develop their brand through publicity, innovative business strategy, and influencer marketing so that they can increase their profitability, grow a community of engaged fans, and become thought leaders in their chosen space.

[WHY I'M QUALIFIED] Many of my clients are speakers who've been on the TEDx stage or on TV, or they're consultants who are giving corporate presentations, so we cover posture and giving off positive vibes extensively.

[MY TIPS]

1) Smiling when you walk into a room is one of the easiest ways to give off a cheerful and positive vibe. Smiling releases neuropeptides (your body's natural chill pill), endorphins, and serotonin, and will help you feel more relaxed, which naturally raises your vibe and makes you a more approachable target.

2) Open posture. Humans are wired to respond to body language instinctively. Slouching, crossing your arms, putting your hands in your pockets, even crossing your legs give off a vibe of you being closed off. Even though you might be the most gentle, friendly, or happy person on the planet, if your posture says otherwise, you'll end up being the wallflower which *will* make you grumpy!

3) It's great to be aware of the vibe you're putting out because it affects every part of your life, from the interaction with your barista at your local coffee shop up to whether you get promoted or if that hot person you have your eye on is attracted to you or not. We attract more of what we're a vibrational match to - if you're grumpy and negative all the time, you're going to attract people and situations that reinforce those moods because that's your default setting. So, if you're either naturally positive or you focus on why something is happening FOR you and not TO you (and therefore you get out of victim mode), you'll notice that stormy days pass more quickly and when bad things do happen, they have less of a long-term, debilitating effect.

[WEBSITE] You can find my website at: leoinlipstick.com - please do let me know if you need my social handles.

[CONCLUSION] Thanks very much! I'm looking forward to your reply and reading the article

-Erika

[KISS UP] P.S. I LOVED your 11 new etiquette rules piece. The phone out at lunch thing is SUCH an annoyance for me, too. I'm coming to spend time with you, not your network of people on Facebook or LinkedIn!