



AMANDA ABELLA

FOLLOW UP EMAIL EXAMPLES

Podcast Interview (where you are the guest):

Hi (name),

Amanda Abella here. I sent you an email some time ago pitching an idea for your podcast (you can find it below).

(INSERT SOMETHING RELATED THAT JUST HAPPENED IN THE NEWS)

(Ex. I'm sure as a financial podcast you just saw what happened with GameStop. As an investing educator, I'd be happy to come on to talk about this and explain what is going on to your audience)

INSERT SOMETHING THEY ALREADY MENTIONED ON THEIR MEDIA OUTLET)

(Ex. I noticed you just had an episode about X. As an expert in (your industry) I'd be happy to come on and provide Y to your audience.

Looking forward to hearing from you!

Amanda

Following up on column or article idea:

Hi (writer/editor):

Amanda Abella here. Just following up on my last email where I sent over some article ideas for you.

I noticed your publication just reported on (X) and as a (Y) expert I'd be happy to offer insights to your audience to help them understand (Z).

My schedule is getting pretty packed with media requests and I want to make sure I'm able to get this on the calendar.

When can we expect to get started?

Thanks!

Following up on timely column or article idea:

Hi (writer/editor):

Amanda Abella here. Just following up on my last email where I sent over some article ideas for you.

I noticed your publication just reported on (X) and as a (Y) expert I'd be happy to offer insights to your audience to help them understand (Z).

(Event/Holiday/etc) Is coming up and I understand you are likely under a tight deadline. If it's easier you can give me a direct call at (your number).

Looking forward to helping you with your upcoming pieces.

Thanks!