



EMAIL PITCH EXAMPLE + TEMPLATE

Hi **(put their name here!)** I love **(put in something here personal to them that you love about who they are and what they do).**

I hope you're reading this email excited + happy! Because that is the best way to read emails, am I right? **Use conversational language to put people at ease.**

My name is Sarah (let me throw confetti at you and tell you that you are awesome). I run Girls Rule the World and we spread a message of female empowerment whenever we can with whoever we can. **This is where you explain who you are and what your vision is in two sentences. You can do it!**

I am sending you this note because on May 5th to 7th, we are running a social media campaign to empower women. Over those few days, we will encourage women to share with the world why women rule. **Explain what your project is and the vision behind the project.**

Together, we will post to social media and our websites, we'll nominate three people to do the same. We will also include giveaways, daily videos and special guest interviews. **Explain the practical actions that are involved in being a part of it and a little more of what it looks like.**

The hope? That we will send a message into the world that, "women are people too." **Give one more sucker punch of a phrase to why this matters. Why does this project really matter?**

If something about this gets you happy or pumps you up, I would love to send you some more info on how to make this happen! **Use words to speak to someone to see if the project doesn't just make their brain happy, but something in their soul is saying yes.**

If your answer is "yes!" here are a few things I want to tell you:

- **This is where you include all the details! Make sure to put personality into your writing. After all, you want people to know you and work with you. Hint: you is what makes it awesome.**

If the answer is "no thank you," I totally get that! You're still the most awesome. **This is a way of giving people space to say no. It is grace-filled and lets them know you still love them!**

Give me a shout back with your yes and let's get this party started!

With excitement and gratitude, **Sign off with personality.**

Sarah

We cannot wait to see the collaborations you come up with! If you used this resource and found it super helpful, let us know about it by tweeting us over at @fireandwindco! Wahoo!