

# SAMPLE PITCH EMAILS

## CouponFollow, broadcast segment for on-air expert

Hey Lauren,

Reaching out with a segment idea around Millennial shopping trends based on a new survey from [CouponFollow](#), a leading real-time discount code search engine, releasing on June 14. The survey specifically looks to identify trends around bargain-hunting. Millennials are expected to spend more than \$200B annually starting 2017, so their purchase power is undeniable!

Would you be interested in having [Michael Parrish DuDell](#), best-selling author, Millennial expert, and Chief Strategy Officer of CouponFollow, on-air to discuss the findings and trends? Happy to also provide an early look at the report.

Here are a few tidbits amongst the many you can expect to see from the report:

- 66% of Millennials would try a product from a competitor of their favorite brand for a 30% discount
- 76% of Millennials browse the Internet before making either an online or offline purchasing decision
- When shopping online, the majority of Millennials will spend at least 3 minutes searching for coupon codes

Let me know if this is of interest!

Cheers,  
Gabe

### **About Michael Parrish DuDell**

Michael is an entrepreneur, international keynote speaker, and the bestselling author of *Shark Tank Jump Start Your Business* and *Shark Tank Secrets to Success* – the official books from ABC's hit show *Shark Tank*. Ranked as one of the top three most popular business authors by Amazon.com and named "one of nation's leading Millennial voices" by IBM, Michael is a recognized industry expert and television commentator who is regularly featured across numerous media outlets, including CNN, CNBC, Fox News, Fox Business News, Bloomberg TV, NBC News and many more.

## **nonda, product coverage/review**

Hey Emme,

nonda's launching a new [Smart Tire Safety Monitor](#) to prevent dangerous blowouts on Tuesday, June 6. Would love to offer you a sample to review before we launch.

Drivers, regardless of car model/age, can monitor tires in real-time, avoiding under-inflated tire problems before they happen by simply screwing the anti-theft pressure sensors onto tire valves and connecting to their smartphone via the app. It takes less than 10 minutes!

Additional features:

- Save on fuel – Save up to \$500 over the next 5 years in fuel costs with proper tire inflation
- AccuTemp Algorithm – Allows you to manually accommodate for temperature if the reading is inconsistent – which enables the sensors to detect slow leaks before it's too late
- Theft prevention – Anti-theft locking system included free of charge
- Award-winning app suite – Download free [iOS](#) / [Android](#) ZUS app to enable real-time tire pressure readings and AccuTemp features

Is this something you'd be interested in covering? Happy to send any additional assets you might need (i.e., product samples, hi-res images, official press release, etc.).

Cheers,  
Gabie

## **EIR Healthcare, making news with no news/desk-side sans product**

Hey Keiko,

Sharing a story idea I think might be in your wheelhouse and of interest to your audience! Saw your previous coverage of FullStack Modular, which made me figure this falls within your purview/beat.

Why you should care/value for your audience:

The point-of-interest is a company that is using the growing trend/technique of modular design to improve the way we build hospitals. Why? Because it can actually save lives in the long run and improve healthcare service tangibly in the short-term (can you imagine shorter ER wait times?!).

This is furthermore interesting because it is a global solution – the problems US healthcare is facing (lack of budget, infrastructure issues, aging population, etc.) are not unique, so this solution can be replicated across the world. And will be.

The ask: If you've got 20 min. week of 6/12, I'd love to set up some time for you to meet with the CEO of [EIR Healthcare](#), Grant Geiger, about the "hospital room in a box" model he is creating.

Top-line info about EIR Healthcare:

- EIR Healthcare is the first company to put together industrial design, ship building and hospital construction, especially as it relates to hospital design
- They're creating modular hospital rooms that immensely decrease time and money spent when building hospitals (estimated 40% faster to build a hospital) – think "hospital room in a box"
- Focusing on both the US and Middle Eastern markets to help innovate hospital infrastructure in both markets
- From Middle Eastern perspective, market is ripe because a substantial number of hospital infrastructure projects have already been completed; growing and aging population, prevalence of chronic diseases, and the UAE's aim to become a top destination for medical tourism are all driving growth in the industry

Looking forward to your thoughts on whether this is of interest for you!

Cheers,  
Gabie