



Jean Chatzky
Website Outreach Email Template

Hello XXX,

My name is Laurie Hosie and I am working with Jean Chatzky, author of *Not Your Parent's Money Book* and *Money 911*. She is a personal finance expert and is a weekly guest on NBC's Today Show.

She is interested in writing a guest post for you — something you've never posted on — and I have 3 ideas that I think your readers would love:

IDEA 1:

Really Great Post Title - Brief description of the article that you want to write.

The article will cover:

- Sub idea #1
- Sub idea #2
- Sub idea #3

IDEA 2:

Really Great Post Title - Brief description of the article that you want to write.

The article will cover:

- Sub idea #1
- Sub idea #2
- Sub idea #3

IDEA 3:

Really Great Post Title - Brief description of the article that you want to write.

The article will cover:

- Sub idea #1
- Sub idea #2
- Sub idea #3

Also consider these topics:

- Another article idea
- Another article idea

I know you're busy, so Jean can write everything up and I'll send it to you in one document, which you can drop right into your website. We'll handle all editing, bylines, etc (feel free to edit) so this is super-easy for you. Plus, I promise the guest posts will get your readers thinking and talking to each other.

What do you think?

Thanks,
Laurie