

WOMEN'S WELLNESS

Directions:

Use this email template to introduce the series, schedule qualified appointments, and close sponsorship deals.

Subject: Introducing the *WOMEN'S WELLNESS* Branded Content Series

Body Template:

[CLIENT NAME],

I hope this finds you well. This [ADD MONTH], The [Media Outlet] Content Studio is launching a new series called *WOMEN'S WELLNESS*. The series will feature weekly articles exploring seasonal health, day-to-day wellness, and lifestyle topics with ideas for women interested in improving the mind, body, and soul. The series will engage health-minded women in the [GEO] area - think "Happy And Healthy Winter Skin" or "Our Favorite Free At-Home Fitness Apps."

There is a really exciting founding sponsorship opportunity that I think is a great fit for [CLIENT BUSINESS NAME]. This exclusive sponsorship has been designed to offer massive exposure and engagement with your target audience throughout the year. I'd love to walk you through the full program details at your earliest convenience.

Do you have availability to meet [OPTION 1] or [OPTION 2]?

Talk to you soon,

[YOUR NAME]

[YOUR PHOTO]

Did you know?

Branded Content is 22x more engaging than display ads

Source: Pressboard