

Subject lines that cut through

- Tailor it to the outlet, think about the 'hook' or your angle, and tease them to open the email
- If they're a finance outlet, talk growth in numbers
- If they're a parenting outlet, talk parenting issues
- Be dramatic
- Copy the format of their headline structure
- If you have an exclusive include that
- If you're keen to write opinion editorial, you might include 'op ed'
- If you're available for urgent comment on breaking news topic write 'urgent'

Examples that have landed stories

- **ABC Radio:** Aussie teen tackling climate change: world first youth permaculture foundation
- **The Guardian:** Op ed: Can maternal assisted caesareans improve maternal outcomes?
- **Mamamia:** How a life-threatening miscarriage birthed my business
- **Sydney Morning Herald Op Ed:** I quit drinking six years ago and discovered what we think of sobriety is all wrong
- **The Australian:** Soaring growth, investments in tech signal next chapter for Collabosaurus
- **CEO Mag:** Circularity, smart tech & the women of dairy
- **7News:** Military spouse: adapting to employment challenges
- **Body+Soul:** Expert to comment on Chrissy Teigen miscarriage
- **Mamamia:** From messy party girl to sobriety coach: how I ditched drinking and found happiness
- **Mamamia:** Gift guide: Ultimate hack for sleep-deprived mums
- **SmartCompany:** From broke single mum to over \$500k in sales
- **SundayLife:** 6 babies are stillborn every day: Pregnancy and Infant Loss Awareness Month expert
- **Sydney Morning Herald:** More taboo than sex: Why hiding our financial shame costs us in more ways than one
- **The Australian:** Road test suggestion - May need to outsource a female for this one!
- **SmartCompany:** Female financial literacy expert comment/op-ed on business maths anxiety