

FINANCES FYI

Directions:

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

Subject: Introducing *FINANCES FYI*

Body Template:

[CLIENT NAME],

I hope this finds you well. This [ADD MONTH], The [Media Outlet] Content Studio is launching a new series called *FINANCES FYI*. The series will feature weekly articles providing straight forward finance tips and best practices to help improve financial literacy - think "Smart Saving Tips To Meet Your 2022 Goals" or "Best Strategies For Managing An Old Retirement Plan."

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.

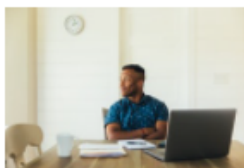
Do you have availability to meet [OPTION 1] or [OPTION 2]?

Talk to you soon,

[YOUR NAME]

[YOUR PHOTO]

FINANCES FYI



Go From Big Spender to Big Saver With These Tips

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Did you know?

Branded Content is 22x more engaging than display ads

Source: Pressboard