



## Generic HARO Template:

Hello \_\_\_\_\_ (use their specific name if it's in the query),

My name is \_\_\_\_\_ and I (list your company and expertise). I've been seen on (other news outlets if you have any)

Response to their query using the same language they used in one paragraph or specific bullet points. (if they asked questions, just answer the questions they provided)

If you have any questions at all feel free to email or call me at \_\_\_\_\_.