



SUCCESSFUL HARO PITCHES

Success Magazine Pitch

Query: Testimonials needed from small business owners taking small steps toward a certain goal

Name: Jill Becker Success Magazine

Category: Business and Finance

Media Outlet: Success magazine

Query:

For a piece on how small steps can make big change, I am looking to speak to SMALL BUSINESS OWNERS who have taken a small, seemingly insignificant step and consistently over time made progress toward a goal. Business owners need to be able to name the small step they've taken, explain how they did it and how long it took, and quantify that they have achieved their goal in a measurable way. The goal can be business-related such as increased sales, starting their own company, raising capital, increasing website traffic, etc., or it can be personal in the sense of well-being, making more time outside of work for family, handling stress at work better, etc. NOTE: Publisher requests legitimate small business owners only (all sources must be approved by the publication). No one involved with direct selling or multilevel marketing companies please!! Interested parties should send writer short introductory message about their business/background and a few sentences about the particular small step they've taken.

Pitch Title: HARO submission

Pitch Contents:

Hello Jill,

My name is Jaime Tardy and I own a company called Eventual Millionaire (the parent company is Idaka Enterprises LLC). I have a blog and a podcast and I interview millionaire business owners for their advice. I also run the Eventual Millionaire Academy which provides in depth information, and resources on how millionaire business owners run their lives and their companies.

The small steps I took was starting to blog. I was a business coach and had clients locally here in Maine, but I wanted to become national. I started a blog last year and for 6 months blogged three times per week even though I wasn't getting much traffic. I kept up with it and right before I quit (because I thought it wasn't working) CNN emailed me. In the first year of blogging I was on MSN, and Kiplinger's Personal Finance, and my face was on Yahoo's homepage twice.

It was an amazing first year, and it's only been getting better. Now I've interviewed over 40 millionaire business owners for their success tips and advice.

It's been amazing, and I'd love to share the story with you more!

Thank you,

Warmest,
-Jaime

Portfolio Book Which Lead to Fortune.com

Name: Laura Vanderkam (My168Hours.com plus new book from Portfolio) **Category:** General

Media Outlet: My168Hours.com plus new book from Portfolio

Query:

I am the author of a recent book called 168 Hours: You Have More Time Than You Think (Portfolio, May 27). I used HARO for many of the stories in that book (which I also then used in my USA Today

columns and other places). I am now working on a new book about money, to be published by Portfolio in January 2012, and am seeking stories of people who have used money creatively to build the lives they want. Maybe you: *built up a "freedom fund" to quit a job and pursue your dream career *created an amazing experience (travel or something else off your bucket list) *changed someone else's life significantly and for the better If so, I want to talk with you about how you built up the funds (especially if it involved living a little differently than the norm or doing something else creative) and what you learned in the process. Please send me a note about your story and we can set up a short phone interview. Thanks so much! Laura Vanderkam

Pitch Contents:

Hi Laura,

I'm excited to be able to email you about my story because it seems to fit with what you are looking for so perfectly. We were in \$70,000 in debt and I hated my job. The problem was, I made over 2/3rds of the income. I now work part time because I found work I loved, not because I have to work.

Here is the story in a nutshell:

A couple years ago, I decided I wanted to have a baby and quit my job. But there was a problem. My husband and I were in debt, and I made two-thirds of our household income. So I couldn't just quit.

I started out by sitting down and adding up all our debt -- which ended up being around \$70,000. The first thing I thought was, 'Wow, we really need to start getting rid of this. We should sell our car right away.'

After some prodding, my husband got on board too. We sold a car and were able to immediately get rid of \$12,000 of our total debt. After that, we knew we were totally doing this.

My husband did some website design jobs on the side to make some extra money, and we printed out a budget each month so we knew exactly how much we could spend and what we would be spending it on.

We saved on gas costs by limiting the amount of driving we did, and we put ourselves on a grocery budget of \$300 a month. On top of that, we cut out cable, lowered our phone bill as much as humanly possible and switched our car insurance twice in one year to find lower rates.

By the time I quit my job for good -- which was less than two years after I started the budget -- we had paid off \$70,000 in debt and put \$23,000 in the bank as an emergency fund.

I stayed home for awhile and then realized I loved to work. So I started to work part time.

I think controlling your money is so important in living the life you want.

You can check out my blog for more information:

<http://eventualmillionaire.com/blog>

Please let me know if you have any questions for me!

Thanks!

Warmest,

-Jaime Tardy

Successful Writing Pitch to a National Magazine

This is a pitch to write an article in a national magazine for this authors first national press. She was accepted and it lead to other press for her too.

Dear Grit Editors,

Aebleskiver! Just as much fun to say as they are to make, the traditional Danish treat (pronounced "eble-skive") is best described as light and fluffy pancake balls. Traditionally filled with apples, there are an infinite number of delightful variations to the simple recipe. With just a few basic ingredients and the right specialty pan (found at gourmet shops and an increasing number of department stores), anyone can share in this age-old delicacy. They are perfect for brunches, parties, or just an afternoon snack at a friend's home.

I would love to share my love of the simple Aebleskiver with Grit readers (no more than 900 words). My farm family has enjoyed them for many generations, and they have been a fun way to bring us together! I can also offer high-quality photographs and 2-3 alternate recipe ideas at your request.

My cooking style has always been eclectic, as demonstrated by some of my more popular articles. I continue to enjoy new ways to turn simple down-home recipes into expressive ways to share time with family and friends. If you find aebleskivers to be of interest, I can have the full article on your desk within a week of receiving your

go-ahead. I look forward to your response!

Best Regards,

Linsey B. Knerl