**SEND THIS FIRST TO APPROACH THE EDITOR (keep less than 4 sentences long):**

Hello [editor’s name], I’m the lead writer at [YourAuthoritySite.com] and wanted to express my interest in writing an article for [media outlet name]. I thought your readers might be interested in my experience with [your article idea here]. I would love to write an exclusive article for you about it.  
  
If you’re interested in discussing it further, please let me know and I’ll send you a quick outline of my idea for your review.  
  
Thank you for your time!  
  
- Your Name

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**FOLLOW UP E-MAIL (keep this VERY short, reply to original e-mail):**  
  
Hello [editor’s name], I know you’re extremely busy but I just wanted to make sure you saw the exclusive article proposal I sent you a couple days ago. Please let me know if you’re interested.  
  
Thank you!

- Your Name