

Subject line: Hook with a question that drives curiosity

What if you pitch HARO 100 times in a month? Inbox x HARO x

Elvis at PressPulse
to Emma

targeted lead-in to grab attention

Hi Emma,

First name to optimize deliverability

Establish authority and credibility in first sentence

I chatted with 2000 business owners in the last 6 months while growing PressPulse. Some were mom-and-pop shops, others were ex-wall-street execs.

relatability + social proof

Common problem acknowledgement

But there's one thing in common - a surprising amount of them actually know about HARO.

- They get why you need an online presence.
- They understand the importance and impact of digital PR.
- They know how pitching HARO will get you more traffic and growth.

Lists benefits early

But there's also a common refrain:

"Tomorrow, I'll get to it."

builds common grounds with behavioral insight

Six months later, guess what?

Agitate problem

They still haven't made a single move.

Here's the hard truth: if you do nothing to change your current situation, the situation will not change.

Build urgency to the problem - best time is now

HARO link building isn't a nice-to-have. It's a must-have for establishing authority and gaining visibility in your industry.

strong statement makes the solution feel indispensable

Procrastinations won't build your brand.

simple but impactful statement, emphasize the need for immediate action

Actions will.

Because if you are not taking actions today, someone else is.

social proof + FOMO

Here's the story of "someone else":

In April, I had this conversation with one of PressPulse's users, and it led to a mindset shift of them.

Relatable transformational case study

"Tomorrow" became "today," and they decided to go all in with their digital PR efforts, letting our team take the reins.

For May, we set an ambitious goal together: 100 HARO pitches in a month. That's 5 pitches a day, 20 minutes per pitch, 2 hours a day.

Concrete numbers and results to provide credibility and show tangible benefits

The result speaks for itself. They got featured 23 times in a single month on high-authority platforms. More features are still rolling in as we speak now.

Business Insider, AOL, Yahoo Finance, Best Life Online, they've got them all.

visualization of results

HARO is time-tested. I don't need to sell HARO, just need to sell actions instead

Imagine driving millions of impressions and boosting your SEO scores in all areas. That's the power of a time-tested strategy combined with consistent action.

The best part? Journalists are now proactively seeking out their CEO's expert commentary before the query even goes live.

Handles the objection "HARO requires luck" and puts decision in reader's hands

Visualization. Describe the desire outcome

That, my friends, is how you turn the tables and create your own luck.

Builds on success and project future possibilities

Now, think about what happens if they keep doing this for another 6 months? Their online presence will skyrocket, their brand credibility will soar, and they'll become a go-to authority in their field without a question.

Urgency

Can you really afford to wait another six months when the key to transforming your business is right in front of you?

builds micro-conversion

Let's start today.

Specific price point

To celebrate this result and help more businesses start taking action, we are making a special offer for July only. urgency

Clear value proposition.

For \$2947, we'll craft 100 top-quality pitches for your business and guarantee that you'll gain at least 10 backlinks DR50 or higher, with everything done-for-you. That's a service valued at \$5,000.

High perceived value

bonus value for free

If we secure more than 10 backlinks, those additional links are on us - completely on the house.

Should we fall short, we won't stop pitching for you until we've fulfilled your 10 links.

Risk-reversal

Now, imagine the impact this could have on your business. Enhanced search engine rankings, increased traffic, more opportunities and media knocking at your door.

Visualization and future benefits

Urgency in coupon

Clear, specific instruction

Ready to take the leap? Use this link and the code TODAY to claim your spot, and we'll send 100 HARO pitches to jumpstart your brand starting July 1st. Because of the intensity of this program we are only offering 2 spots so we can dedicate our focus to it. If the code doesn't work then it means we are sold out.

confirms the exclusivity

direct prompt to make the ask

Cheers,
Elvis Sun, Founder at PressPulse

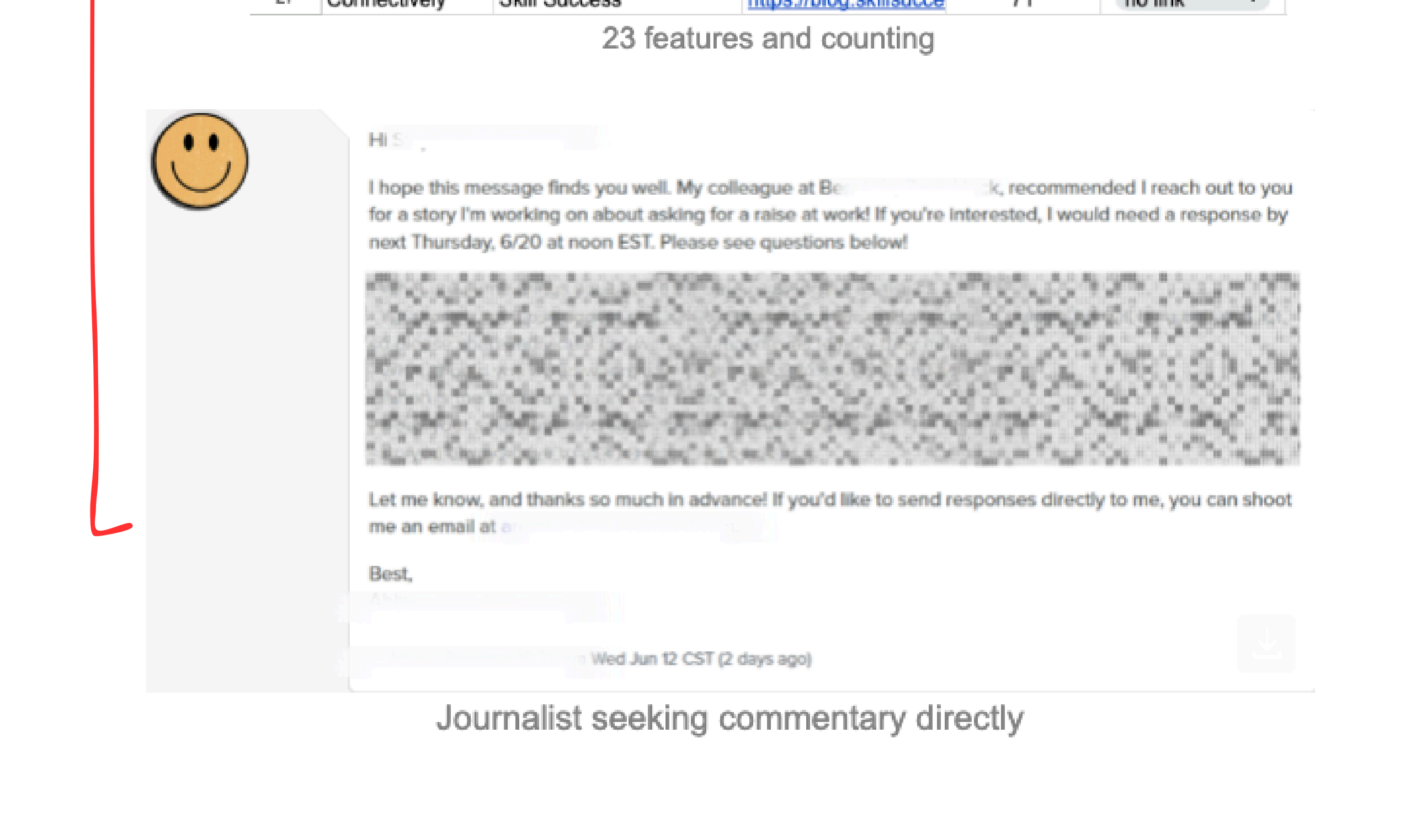
Scarcity prompts immediate action

#	Platform	Date	Media Outlet	Pitch	Published URL	Published Date	DR
1	Connectively	5/25/2024	US News	https://www.usnews.com/story/2024/05/25/presspulse-haro-100-pitches	https://www.usnews.com/story/2024/05/25/presspulse-haro-100-pitches	5/25/2024	74
2	Connectively	5/25/2024	PeopleKeep	https://www.peoplekeep.com/blog/presspulse-haro-100-pitches	https://www.peoplekeep.com/blog/presspulse-haro-100-pitches	5/25/2024	91
3	Connectively	5/25/2024	Business Insider	https://www.businessinsider.com/presspulse-haro-100-pitches	https://www.businessinsider.com/presspulse-haro-100-pitches	5/25/2024	92
4	Connectively	5/25/2024	GoBankingRates	https://www.gobankingrates.com/presspulse-haro-100-pitches	https://www.gobankingrates.com/presspulse-haro-100-pitches	5/25/2024	82
5	Connectively	5/25/2024	Yahoo Finance	https://finance.yahoo.com/news/presspulse-haro-100-pitches	https://finance.yahoo.com/news/presspulse-haro-100-pitches	5/25/2024	92
6	Connectively	5/25/2024	TribuneContentAgency	https://tribunecontentagency.com/presspulse-haro-100-pitches	https://tribunecontentagency.com/presspulse-haro-100-pitches	5/25/2024	70
7	Featured	5/25/2024	College Recruiter	https://www.collegerecruiter.com/presspulse-haro-100-pitches	https://www.collegerecruiter.com/presspulse-haro-100-pitches	5/25/2024	70
8	Qwoted	5/25/2024	Brit.co	https://www.brit.co/presspulse-haro-100-pitches	https://www.brit.co/presspulse-haro-100-pitches	5/25/2024	83
9	Qwoted	5/25/2024	MSN	https://www.msn.com/presspulse-haro-100-pitches	https://www.msn.com/presspulse-haro-100-pitches	5/25/2024	92
10	Connectively	5/25/2024	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	https://bestlifeonline.com/presspulse-haro-100-pitches	5/25/2024	79
11	Hero	5/25/2024	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	https://bestlifeonline.com/presspulse-haro-100-pitches	5/25/2024	79
12	Qwoted	5/25/2024	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	https://bestlifeonline.com/presspulse-haro-100-pitches	5/25/2024	79
13	Connectively	5/25/2024	GoBankingRates	https://www.gobankingrates.com/presspulse-haro-100-pitches	https://www.gobankingrates.com/presspulse-haro-100-pitches	5/25/2024	82
14	Connectively	5/25/2024	AOL	https://www.aol.com/presspulse-haro-100-pitches	https://www.aol.com/presspulse-haro-100-pitches	5/25/2024	91
15	Connectively	5/25/2024	Yahoo Finance	https://finance.yahoo.com/presspulse-haro-100-pitches	https://finance.yahoo.com/presspulse-haro-100-pitches	5/25/2024	92
16	Connectively	5/25/2024	FirstForWomen	https://www.firstforwomen.com/presspulse-haro-100-pitches	https://www.firstforwomen.com/presspulse-haro-100-pitches	5/25/2024	70
17	Connectively	5/25/2024	GoBankingRates	https://www.gobankingrates.com/presspulse-haro-100-pitches	https://www.gobankingrates.com/presspulse-haro-100-pitches	5/25/2024	82
18	Connectively	5/25/2024	AOL	https://www.aol.com/presspulse-haro-100-pitches	https://www.aol.com/presspulse-haro-100-pitches	5/25/2024	91
19	Connectively	5/25/2024	Yahoo Finance	https://finance.yahoo.com/presspulse-haro-100-pitches	https://finance.yahoo.com/presspulse-haro-100-pitches	5/25/2024	92
20	Connectively	5/25/2024	MSN	https://www.msn.com/presspulse-haro-100-pitches	https://www.msn.com/presspulse-haro-100-pitches	5/25/2024	92
21	Qwoted	5/25/2024	THE EPOCH TIMES RE	https://www.theepochtimes.com/presspulse-haro-100-pitches	https://www.theepochtimes.com/presspulse-haro-100-pitches	5/25/2024	48
22	Connectively	5/25/2024	The Epoch Times	https://www.theepochtimes.com/presspulse-haro-100-pitches	https://www.theepochtimes.com/presspulse-haro-100-pitches	5/25/2024	83
23	Qwoted	5/25/2024	Communication Intelligenc	https://www.communicationintelligenc.com/presspulse-haro-100-pitches	https://www.communicationintelligenc.com/presspulse-haro-100-pitches	5/25/2024	92
24	Connectively	5/25/2024	Resume Template	https://www.resumetemplate.com/presspulse-haro-100-pitches	https://www.resumetemplate.com/presspulse-haro-100-pitches	5/25/2024	32
25	Connectively	5/25/2024	Zapier	https://zapier.com/presspulse-haro-100-pitches	https://zapier.com/presspulse-haro-100-pitches	5/25/2024	91
26	Qwoted	5/25/2024	The Forge	https://www.theforge.com/presspulse-haro-100-pitches	https://www.theforge.com/presspulse-haro-100-pitches	5/25/2024	73
27	Connectively	5/25/2024	Skill Success	https://blog.skillsuccess.com/presspulse-haro-100-pitches	https://blog.skillsuccess.com/presspulse-haro-100-pitches	5/25/2024	71

(We actually closed the sale after 2 clients signed up. But a third client really wanted to join and agreed to start later in July so we ended up selling 3 spots total)

Proof of authenticity

#	A	B	C	D	E
1	Platform	PeopleKeep	Published URL	Domain Rating	Link type
2	Connectively	Business Insider	https://www.businessinsider.com/presspulse-haro-100-pitches	92	nofollow
3	Connectively	GoBankingRates	https://www.gobankingrates.com/presspulse-haro-100-pitches	82	nofollow
4	Connectively	Yahoo Finance	https://finance.yahoo.com/news/presspulse-haro-100-pitches	92	syndicated
5	Connectively	TribuneContentAgency	https://tribunecontentagency.com/presspulse-haro-100-pitches	70	nofollow
6	Connectively	College Recruiter	https://www.collegerecruiter.com/presspulse-haro-100-pitches	70	nofollow
7	Qwoted	Brit.co	https://www.brit.co/presspulse-haro-100-pitches	83	nofollow
8	Qwoted	MSN	https://www.msn.com/presspulse-haro-100-pitches	92	syndicated
9	Connectively	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	79	nofollow
10	Connectively	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	79	nofollow
11	Hero	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	79	nofollow
12	Qwoted	BestLifeOnline	https://bestlifeonline.com/presspulse-haro-100-pitches	79	nofollow
13	Connectively	GoBankingRates	https://www.gobankingrates.com/presspulse-haro-100-pitches	82	nofollow
14	Connectively	AOL	https://www.aol.com/presspulse-haro-100-pitches	91	syndicated
15	Connectively	Yahoo Finance	https://finance.yahoo.com/presspulse-haro-100-pitches	92	syndicated
16	Connectively	FirstForWomen	https://www.firstforwomen.com/presspulse-haro-100-pitches	70	nofollow
17	Connectively	GoBankingRates	https://www.gobankingrates.com/presspulse-haro-100-pitches	82	nofollow
18	Connectively	AOL	https://www.aol.com/presspulse-haro-100-pitches	91	syndicated
19	Connectively	Yahoo Finance	https://finance.yahoo.com/presspulse-haro-100-pitches	92	syndicated
20	Connectively	MSN	https://www.msn.com/presspulse-haro-100-pitches	92	syndicated
21	Qwoted	THE EPOCH TIMES RE	https://www.theepochtimes.com/presspulse-haro-100-pitches	48	nofollow
22	Connectively	The Epoch Times	https://www.theepochtimes.com/presspulse-haro-100-pitches	83	no link
23	Qwoted	Communication Intelligenc	https://www.communicationintelligenc.com/presspulse-haro-100-pitches	92	no link
24	Connectively	Resume Template	https://www.resumetemplate.com/presspulse-haro-100-pitches	32	no link
25	Connectively	Zapier	https://zapier.com/presspulse-haro-100-pitches	91	nofollow
26	Qwoted	The Forge	https://www.theforge.com/presspulse-haro-100-pitches	73	no link
27	Connectively	Skill Success	https://blog.skillsuccess.com/presspulse-haro-100-pitches	71	no link



Journalist seeking commentary directly

Still with me? Claim your spot here with code "TODAY" to start taking action on your online presence.

Minimize friction with another CTA

(Some will say I'm making shit up so I'm just gonna leaving this here...)

Amount	Payment method	Description	Date
\$2,947.00 USD	Success	p_i_3PYaUrfF6yIqSLx5p104w2YFq	Jul 3, 5:31 PM
\$2,947.00 USD	Success	p_i_3PYaUrfF6yIqSLx5p104w2YFq	Jun 27, 2:05 PM
\$2,947.00 USD	Success	p_i_3PYaUrfF6yIqSLx5p104w2YFq	Jun 27, 12:55 PM