



One way to show your expertise is to write an article and publish in an industry publication where current and prospective clients will read it and think you have the answer to their organization's problem. On your behalf, I contact the editor, suggest a topic with three bullet points and point out how the proposed article will resonate with readers. A case study or *lessons learned* is also a popular approach. I ask for the word count to ensure the article is written only once and does not require major revisions to make it shorter or longer. After an article is published, it should be re-purposed for wider distribution. An article may be modified for submission to other publications, if it is not identical.

I can help you: pitch the article, write it, edit your draft and/or promote it after publication. Fee depends on word count.

Name of Editor,

As you review the outlook for the specific sector, Important Person, Title of Organization, may be a good source for you.

Name has worked in the specific industry since 2000 and recently spoke at the Major Conference or has another noteworthy accomplishment that makes her/him a credible and authoritative author.

Name anticipates that companies in the industry sector now face increased challenges, especially for these reasons:

- Important consideration that will affect many companies;
- Another trend that will impact businesses;
- Some people are not aware that this topic is also a factor.

Name is interested in sharing her/his perspective in an article for your readers.

I know this is a hot issue for your market and look forward to hearing from you to learn your interest in an article, the word count and the deadline for submission.

If you would like to speak with Name, please contact me at phone or email.

Regards.

Janet

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