**FRIENDS + FAMILY EMAIL TEMPLATE**

Dear NAME,

As you may know, I’ve been working to create and launch my own styling company and I’m excited to let you know that the time is here!

I am officially open for business as of X DATE!

I’m so excited to bring my mission XXX to my clients. Services that I offer include:

* Closet Edit
* Personal Shopping
* Outfit Curation

You can find all of the details about my services and brands here: INSERT WEBSITE URL.

If you or anyone you know is interested in improving their style, I would be honored to work with them!

Thank you!

Sydney

**PUBLIC RELATIONS EMAIL TEMPLATE**

*via Golden World, a boutique public relationships firm located in Richmond, Virginia*

SAMPLE PITCH LETTER #1

**RE: Belle Isle Introduction**

Hi Teddy,

As you might guess from the subject line, I’m writing to introduce you to Belle Isle Craft Spirits, best known for their moonshine. I always research a publication before reaching out - I try to be a good publicist! - and I have to say, I’m so incredibly impressed with XX Journal. It’s clean and relevant. I also read you’re a film aficionado? I share the interest - I visit a different film festival every year.

Are you familiar with Belle Isle? Their mission is to revive the art of moonshine. They are thoughtful about the ingredients, using all organic corn, and mixing things up with tasy infusions, like Honey Habanero. The result is a versatile, delicious spirit that makes for a memorable shot or sipper, or adds nice complexity to craft cocktails all without the burn or bad taste of vodka or tequila.

Have you tasted Belle Isle? I’d love to send you some product to help with the introduction. No email can properly convey the taste.

Belle Island is Richmond-based and recently entered the DC/MD market. I’d love for you to consider them for a brand profile, new products mention, or cocktail inclusion. I’d be so glad to share additional information to support that.

Thank you!

Elisabeth

SAMPLE PITCH LETTER #2

**RE: Huckberry Meeting**

Hi X,

I know you cover ecommerce and brick-and-mortar. I’ve been following your work closely for the past 18 months, and I have a story for you.

First - I saw on LinkedIn that you are a teaching fellow at Columbia. Do you know my friend Jonathan Wald, an adjunct professor? I suspect he’s a legend over there, but he’s always much too humble to answer my question.

Back to the story. I would like to introduce you to Huckberry. The SF-based men’s e-commerce retailer has largely flow under the radar, press-wise. Meanwhile, they’ve bootstrapped to $XM, they boast a cool XM subscribers and when they launch a brand on Huckberry, the brand often has their biggest sales day of the year *on their own site.* They call it the Huckberry Effect.

I will be in NYC May 7-9 with Huckberry co-founder XX and head of brand partnerships XX. Could we please come see you at the office and share this story in person? I am confident you will quickly see this is the story for you.

What’s best for you?

Thanks!

Elisabeth

**TRADITIONAL PRESS RELEASE TEMPLATE**

**EMAIL SUBJECT LINE: Houston chemist launches personal styling biz**

Hi Abby,

I’m a businesswoman and Ph.D. chemist who has just launched a personal styling business, *Style Chemistry Consulting* (this is an unusual combination, I know!).

I’ve read pieces that you’ve written before and completely agree that red lipstick can fix almost anything! I thought you might find my story interesting- I’ve worked in Corporate America as a chemist and am now combining my background in science and fashion to develop a unique approach to personal style.

I’ve included a press release below. I’d love to chat more about my new business and share how style can impact your readers’ careers. Please let me know if you’re interested.

For more information about Style Chemistry Consulting: [www.stylechemistryconsulting.com](http://www.stylechemistryconsulting.com).

Thanks for your time and consideration,

Dr. Charlene Lawson

**HOUSTON CHEMIST MARRIES SCIENCE WITH FASHION THROUGH NEW PERSONAL STYLING BUSINESS**

**CONTACT:**

**NAME: X**

**Email: X**

**Phone:** X

**MAY 8, 2018 - HOUSTON, TX:** Dr. Charlene Lawson announces the launch of her personal styling business, *Style Chemistry Consulting*. The new business blends Dr. Lawson’s background in science and fashion to help career-driven women discover their unique personal style and build dream wardrobes using simple style formulas that streamline their busy lives.

As a Phd Chemist, Dr. Lawson has built an impressive career in the oil and gas industry.

“Working in Corporate America, I meet so many brilliant, accomplished, professional women who want to express their personal style, but don’t really know how to do it in the workplace,” said Dr. Lawson.

Certified in Personal Styling from the LA-based School of Style, Dr. Lawson is now making her mark as a personal stylist by helping working women realize that they don’t need to sacrifice style for success or authenticity for ambition.

Lawson asserted: “You can be powerful, feminine and stylish, all while staying true to yourself. When you look good, you feel great. And when you feel great, it works magic for your confidence and your performance, in all aspects of your life.”

In the following weeks, Dr. Lawson is offering [complimentary style consultations.](http://www.stylechemistryconsulting.com/) She is also hosting twice-weekly Style Chats on Facebook and Instagram, where she will share style tips and offer giveaways. Her first Style Chat, “5 Reasons Why You Have a Full Closet but Nothing to Wear” will go live on [Facebook](https://www.facebook.com/stylechemistryconsulting) and [Instagram](https://www.instagram.com/stylechemistryconsulting) at **9:00pm CST on Wednesday, May 9.**

**About Style Chemistry Consulting:** Founded in Houston, TX by Dr. Charlene Lawson,[*Style Chemistry Consulting*](http://stylechemistryconsulting.com) helps women build confidence and express themselves through a personal style that’s authentically their own. From special occasion styling to complete wardrobe revamps, Style Chemistry Consulting is dedicated to helping driven, vibrant women develop a strong sense of personal style and build dream wardrobes using simple style formulas that streamline their busy lives.

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