

Example of a Great Response

Request: Looking for female-owned businesses in tech.

Details: Seeking small, female-owned businesses specializing in electrical, tech, or digital products (e.g., lamps, mobile accessories, video restoration, etc.) for a gift guide feature.

Response Example

Dear [Journalist's Name],

My name is Jane Doe, and I run XYZ Entertainments, an electrical retail platform that focuses on promoting entertainment where women take the lead. We feature products like female-focused video games, movies with strong female heroes, and empowering music by women artists.

My two sisters and I started this business because, growing up, we noticed that men were often shown as heroes in movies and games, while women were portrayed as prizes. We wanted to challenge that narrative and showcase a different perspective.

One of our latest products, the video game *Super Lady*, could be a great fit for your gift guide. Feel free to reach out to us at [TELEPHONE] or [EMAIL].

Thank you for considering us, and I look forward to hearing from you!

Best regards,

Jane Doe

[Your Business Name]

[Website Link]

Why is This a Good Response?

This response works because it's short and to the point. It quickly explains who Jane is, why she's relevant, what makes her interesting, and how to contact her—all in just a few sentences. This increases her chances of being featured in the gift guide and makes her memorable. The journalist might even reach out to her in the future for other stories where she's a good fit.

Although this response is based on a real request, it's just an example.