

HARO

EXAMPLE QUERIES AND REPLIES

QUERY 1:

8) Summary: Financial Advisor Opinions of Money Morning

Query: Looking for information regarding content marketing. Please supply one to two paragraphs.

REPLY:

"Content marketing is one of the most inexpensive ways to get your name out there, build links and attract new customers. However, a good strategy must be in place to be successful, especially with the ever-growing number of blog posts that are being shared - 5.8 million every day.

So, the main thing to keep in mind is that your content has to stand out. No matter how great your marketing campaign is, it won't retain the interest of the reader if the content isn't informative and of high quality. Include important links early on, and break up the post with vibrant images and bullet points.

Next, a successful campaign will include a variety of newsletters, emails, social media posts and other unique methods of outreach. Fill out surveys where you can include a link back to your content, and respond to queries on HARO. Remember - every single link counts."

QUERY 2:

3) Summary: Entrepreneurs: What sets successful entrepreneurs/business owners apart from the rest?

Query:

Entrepreneurs and business owners, from you experience what sets successful entrepreneurs apart from the rest? Speak from experience (either your own experience or things you've seen in others personally).

Requirements:

Respond with a short response (Under 200 words). Include your name, title, business name and URL you'd like linked.

REPLY:

"The biggest thing that sets entrepreneurs apart is their innovative mindset. Functioning as you would when working for a corporation with numerous people to answer to will not get you very far when you're planning a startup, or even a company to help others with their own startups. The word innovation can mean a lot of things to people, but when it comes to entrepreneurship, you have to be willing to shake things up, and regularly use tactics like brainstorming to come up with original, thought-provoking ideas.

For example, if you own a health club, keep things fresh and exciting. Run specials for new memberships and regularly upgrade the look of your space and equipment."

QUERY 3:

42) Summary: Email Marketing Expert Wanted

Query:

I'm looking to speak to an email or digital marketing expert about the benefits of e-commerce newsletters. Best practices and anecdotes wanted.

Requirements:

Must be relevant to the e-commerce industry.

REPLY:

"Email newsletters can be key to a manner things, including promoting new products and services, sales or even using it as a tool for additional income. However, when it comes to e-commerce newsletters, you may need to get a little more unique than merely stating the product and the discount applied.

For example, share an inspiring story, match your readers' values, promote your company's initiatives and more. Learning to connect with your newsletter readers and current or potential customers will encourage them to purchase from someone who understands their needs. And guess what? That's YOU!

Want to also peak in on what the competition is doing? Did you even know that was possible? Companies like Mailcharts can provide you with data that will let you see what your competitors are doing and how to do it even better."

QUERY 4:

50) Summary: I'm looking to interview a dermatologist about the negative impacts of tanning.

Query:

I'm looking to interview a certified dermatologist about the negative impacts of tanning. An added bonus if they are able to talk about the history of tanning and how it became such a common beauty trend.

REPLY:

"Almost everyone loves that summer glow year-round, but tanning your skin can create numerous problems and conditions, often leading to significant damage and even more serious outcomes.

Many sun lovers have the inaccurate opinion that exposure to the sun is only dangerous when overexposure and burning are the result. However, that's not the case. In fact, no amount of tanning is considered safe. The UV rays that pass through your skin can create problematic health issues before you even see that first glow of a tan.

Constant exposure to the sun can cause premature aging, wrinkling, dry skin, brown spots, uneven skin tones and textures, as well as different forms of skin cancer. Instead, opt for a sunless tanning lotion or oil that will help you achieve the coloring of a tan, but without all of the dangerous side effects."

QUERY 5:

9) Summary: Energy efficient tips for businesses

Query:

I'm writing an article for American Express about how to make your company more energy efficient. I'd love to hear from business owners or C-suite executives who have managed to do

that (i.e., maybe you're using electric delivery cars or your building is solar powered).

REPLY:

"The first thing I always do when starting a green initiative around the office is to limit the printers that are in use. Rather than having a printer in each office, only utilize one shared printer. That way, a team member will have to really consider if what they're printing is essential. Removing the ease of having a printer right at each desk, will often make that decision one of convenience, using up to 30% less paper."