Reporter Email Outreach Sequence

Here's an example of an entire 5-email thread over 16 days.

Day 1:

Subject line: BestStartup funding - TC exclusive?

Hi Rupert,

Hope all is well. We connected in March, and you covered OtherStartup's funding announcement. I work with another enterprise software startup called BestStartup, which is about to announce its $5M Series A, and I wanted to see if you'd be interested in covering it. We're willing to give TechCrunch the exclusive.

[2-3 sentence blurb about BestStartup. Key investors, what it does, notable clients, and any cool or unusual facts about it.]

We're currently aiming for a 9/21 release date but have some flexibility.

Let me know if you're interested and I can set up an interview with Janecy Eeo, BestStartup's founder and CEO.

Thanks,
Netta

Netta Kivilis | Head of Marketing | BestStartup

3 days later:

Hi Rupert, just checking if you got my previous email and whether you'd be interested in this exclusive about BestStartup's Series A funding announcement — please let me know!

Thanks,
Netta

6 days later:
Hi Rupert,
Just wanted to check if you were interested in BestStartup's announcement - we're planning to release it this week.

As a quick reminder - $5M series A, backed by CoolInvestor A and B, disrupting OldTech X and Z.

Let me know, thanks!
Netta

4 days later:
Hi Rupert, trying to get on your radar again — we're close to announcing our funding and I thought you'd be interested in covering as this is squarely in your space of enterprise + disruptive tech.

Please let me know, thank you,
Netta

2 days later:
Hi Rupert, sorry to be a pest, but I really think this is right within your sweet spot of analytics + enterprise software + solid company and investors... Any interest?