*This pitch was written while I was interning for Krupp Kommunications. I have removed the client’s name for confidentiality purposes.*

Subject: [CLIENT] Available to Discuss Federal Reserve Decision

X,

With the Federal Reserve’s announcement on Wednesday that they are not raising interest rates for the time being, a shift in the market is expected. Economists are divided on when the next hike might come, but for now, stock prices are rising and bond prices falling.

The main concern many have is how this decision will affect the job market, which was found to be surprisingly weak in May’s report.

To discuss how the Fed’s decision will affect investors, [CLIENT], chairman and CEO of [CLIENT], is available to share expert insight into how the markets may change.

Please let me know if you would be interested in speaking with [CLIENT], as I would be happy to coordinate.

Thank you,

XX