**Requesting mailing list opt-in**

*This e-mail template is to be used when requesting people’s permission to send your press releases to them.*

E-mail subject:

News stories from [company name]

E-mail body:

Hi [recipient’s forename]

I work for [company name] and am responsible for distributing our news. I took a look at your [publication or website] and think that our news may be of interest to you.

With your permission, I’d like to add you to our mailing list.

We send out around [insert round number] press releases each year – and you can opt out at any time, should you find that our news isn’t relevant. However, I do feel that our news is of value to you, hence me writing personally.

If you’d like, I can send you our latest press release as an example – please just let me know.

I’m always here to chat at any time, either about our news or what’s going on in the industry. Also, please feel free to connect with [company name] or me personally on social media.

Kind regards

[Your name]

[Phone number]

[Social media URLs]