



AMANDA ABELLA

PITCH A COLUMN TO A
MAJOR PUBLICATION

Hi X and Team,

My name is Amanda Abella and I am a personal finance and business writer with over five years of experience writing about these topics online - especially as they pertain to millennials. My work has been featured in Forbes, The Huffington Post, Business Insider and more.

I'm also the Amazon best-selling author of *Make Money Your Honey: A Spirited Entrepreneur's Guide to Having a Love Affair with Work and Money*. I also have my own personal finance and entrepreneurship blog which was recently nominated for Plutus Award at the Financial Blogger Conference.

My proposed column would cover the financial and entrepreneurial habits of millennials. As you probably know, millennials are throwing traditional employers for a loop and 1 in 3 millennials have already started their own businesses. My column would cover this phenomenon as well as some of the ways millennials can build their own businesses.

Additionally, I was a former recruiter for Fortune 500 companies so I can also address how startups and other companies can better retain their millennial employees. Lastly, since I'm heavily involved in the finance space I can also cover FinTech topics.

Below are the requested headlines for potential article ideas

:Should We Be Worried About a FinTech Bubble?

How Robo-Advisors Are Getting Millennials to Invest

How to Command Respect Even If You're the Youngest Person In the Room

X Options for Capital That Don't Require Traditional Investors

Are Alternative Lenders Better for Small Business Owners?

X Ways to Bootstrap Your Business Without Going Broke
X Times When Potential Tax Deductions Aren't A Good Reason to Spend Money
How Women Are Bridging the Gap In The FinTech Industry
How to Get Paid to Promote Yourself
What Does It Take for a Business to Reach It's Tipping Point?
How Bloggers Are Teaching People About Early Retirement
X Reasons Why Self-Employment Is On The Rise

And here are some samples of my work

:6 Things That Keep 20-Something Women from Financial Success -

<http://www.forbes.com/sites/glassheel/2012/05/25/6-things-that-keep-20-some...>

3 Unconventional Ways to Research Financial Products -

http://www.huffingtonpost.com/amanda-abella/3-unconventional-ways-to-_b_817...

Anyone Should Take These 4 Steps Before Starting a Business -

<http://www.businessinsider.com/anyone-should-do-these-things-before-startin...>

You can find more of my clips at <http://www.amandaabella.com/hire-me/business-writing/>

Thank you for considering me. I look forward to hearing from you.

Sincerely yours,

Your Name