



Pitch Me To Partner With You (Newsletter / Magazine)

Your Guest Contributor for a Co-Marketing Duet Article | I Help Your Audience See the Full Potential of Your Expertise While Building Strategic Partnerships

Who I Partner With

I selectively collaborate with **B2B newsletter and magazine publishers** whose audience consists of professional women 50+ with an **established, engaged following**. If your publication consistently delivers value but could benefit from actionable co-marketing insights, I provide content that **amplifies your expertise** while showing readers how to take practical action to maximize the ROI of your products and services.

What I Offer: A Collaborative “Duet” Article

I contribute as a **guest expert** to co-create an article or feature that:

- **Demonstrates your expertise in a compelling way** while weaving in co-marketing strategies that expand your audience’s impact.
- Shows readers how they can **co-market your offerings** (or their own services) with peers and LinkedIn audiences to grow visibility, authority, and results.
- Highlights actionable ways your audience can get tangible returns from engaging with your content, products, or services.

Example: If you coach women on podcasting, I can show how they can co-market their podcasts with peers and LinkedIn audiences to grow listenership and authority—while positioning your coaching expertise front and center.

This approach positions your publication as a **strategic resource hub**, demonstrating value while introducing co-marketing as a complementary lever for growth.

What You Receive

- A **high-value, audience-focused article** that enhances your editorial content and demonstrates your expertise.
- Increased engagement as readers take immediate steps to implement co-marketing strategies.
- Co-branded content that positions your publication as a **hub for professional growth and collaboration**.
- Exposure for your services and products in a way that is mutually beneficial, credible, and actionable.

Why This Works For You

- **Audience Activation:** Readers leave with practical ways to amplify your content and products while building their own professional influence.
- **Mutual Visibility:** Both your publication and my business gain awareness among professional women 50+ in B2B.
- **Turnkey Partnership:** I handle content creation, collaboration, and actionable frameworks—no extra work for you.
- **Extended Value:** Articles can be repurposed for newsletters, digital issues, or social media to maximize impact.

How to Be Considered

I am **highly selective** and only partner with publishers who have an **established, engaged audience of professional women 50+**. If your publication is a fit, please **fill out the Newsletter & Magazine Pitch Form**.

The form will ask for:

- Publication name, audience size, and demographics.
- Type of publication (newsletter, magazine, or both) and frequency.
- Why it would benefit me to partner with your publication.
- Ideas for weaving co-marketing into a feature or article to enhance ROI for your audience.

This ensures I can evaluate opportunities and focus on partnerships that deliver **maximum impact for both audiences**.

You're the Ideal Partner If You:

- Publish a newsletter or magazine with a **loyal, engaged audience of women 50+** in B2B spaces.
- Want your content to **showcase your expertise while providing actionable next steps** for readers.
- Value co-marketing strategies that **amplify content, products, and services** for both you and your audience.
- Appreciate partnerships that are professional, turnkey, and mutually beneficial.

Next Step: If your newsletter or magazine aligns, fill out the **Newsletter & Magazine Pitch Form** to be considered for a co-marketing duet article. Together, we can create content that **educates, engages, and energizes your audience**—while positioning both your publication and my business for growth, visibility, and collaboration. [Fill out the Pitch Form to move forward.](#) [DM](#) or [email Jerrilynn B. Thomas](#) if you have questions.