

SUBJECT: Optimal Nutrition for New Year's Fitness Goals

[TV Segment/Article] Idea

PITCH:

Hello [Name of Contact],

The beginning of a New Year often means reviving old fitness goals or tackling new ones. Whether someone is a newbie or a seasoned athlete, there are key nutrition principles to keep in mind. As a Registered Dietitian, I frequently explain the importance of protein to my clients, especially around quality, quantity, and timing.

I'd like to feature different types of high-quality protein, and show several different meals that provide 20 to 40 grams of protein per meal for repairing muscle and optimizing recovery after workouts as is recommended by sports dietitians. I can show how to build delicious meals like a Spicy Black Bean Breakfast Burrito or Mini Egg, Tomato & Spinach Flatbreads.

Here are a few examples of previous [TV segments I've done/articles I've written]:

- [Title with link to example 1]
- [Title with link to example 2]
- [Title with link to example 3]

If you're interested in learning more, I'd be happy to chat with you about this [segment/article] idea. Feel free to e-mail me back or give me a call at [###-###-####]. I appreciate your consideration.

Sincerely,

[NAME + CREDENTIALS]