

## **Subject Line: Pitch (Insider freelancer)**

Hello Keira,

My name is Kimanzi Constable. I've been writing for Insider's Parenting, Health, and Travel verticals. I'm also working with Jack on a piece for the Business section. Here are [my Insider articles](#).

I follow you on Twitter and saw your call for submissions. I wanted to pitch an as-told-to or reported story about young entrepreneurship/a young entrepreneur.

Thanks,  
Kimanzi

### **I'm a young entrepreneur. Here's how I turned my frustration into a magazine and movement for teens**

At the height of the pandemic, Julian Morris was 13 years old and in virtual school. He was frustrated with all the decisions that were being made about school and sports because no one was asking him and his classmates (the kids) for their input. He decided to start his own [magazine called SWAG](#), which stands for Students With A Gift.

SWAG is a digital magazine for teens written by teens. They write about everything from news, sports, politics, entertainment, finances, and mental health, but all from a teenager's perspective.

They celebrated the one-year anniversary of their magazine on January 20th of this year. Since the first edition launched on January 20, 2021, they have published 17 total editions of the magazine.

Julian has branched off into merchandise with SWAG hoodies and t-shirts, and in December, he hosted a fashion show bringing together local designers to raise money for kids at Christmas who have incarcerated parents.

In the fall, he will take his SWAG model into Thompson Middle School with an after-school journalism program that will produce a monthly publication for the school — SWAG Magazine, "The Voice of the Future."

## Follow Up:

Good morning, Kiera

First, I apologize for misspelling your name in my previous email. As someone named Kimanzi, I get it all the time and don't care to repeat that mistake. Sorry!

I saw your request for pitches about saving money and creative ways of generating income.

### **We're entrepreneurs that travel full-time. Here's how we trimmed our budget from \$15,102 a month to \$8,000 a month and the creative ways we generate income**

This article would be about how my wife and I cut our monthly budget in half from \$15,102.33 to \$7,886.50 a month. I can provide proof of each of these figures and how we got to the budget.

[We sold everything](#) in August of 2021 to travel full-time. We committed to not spending more than what we spent when we owned a [large house in Florida](#) and were paying for the various expenses of our six children.

The article could talk about:

- How we choose the Airbnbs we stay in (cost considerations).
- What we spend on delicious food (worldwide).
- How we save money while shopping.
- How we use credit card points to pay for flights, accommodations, and even merchandise on Amazon.
- How we pay to explore various cities.
- How we save money despite living a full-time travel life (such as staying with our parents when we're back in the States and buying a car to avoid paying rental car prices).
- How we have a membership program and freelance write to generate income.

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Alternatively, I've interviewed a lot of creative entrepreneurs and humans for a series of articles I write for [NextAdvisor/Time](#).

I could offer a reported story about the ways people are saving money, how they generate income, and what they're doing to navigate how expensive life is.

- I have a source that lists their family's vehicles on Turo to generate extra income.
- I have a source that animal sits between client work to generate extra income.
- I have a source that quit his corporate job (because of his mental health) and does freelance work online (writing, social media management).
- I have a source that's a Delta Airlines flight attendant but has a YouTube channel about fitness that they use to generate extra income.
- I have three super frugal sources that save money in interesting ways.

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Cheers,  
Kimanzi Constable

**Response:**

Hey Kimanzi,

Don't worry about the name! I think a first-person as-told-to essay on the family (from one of the parents perspectives) on how they rent out their car on Turo would be a good story for us. Would they be willing to share how much they make from doing this?

All the best,  
Kiera

**Me:**

Thank you for being understanding :)

I can have Daniel (the father/husband) share his perspective. He/their family was frustrated with the rental car process, so he turned to Turo for personal use. Realizing they had five cars in the house (they have teenage children), they decided to list some of the cars on Turo to pay for life with teenagers.

He shared (on Facebook) the attached screenshot. They made \$4,339 in April 2022, and have bookings that will bring in over \$6,000 this month May. I can ask about June and beyond bookings, and what they're averaging as an extra income source.

Thanks,  
Kimanzi

**Kiera:**

Hi Kimanzi,

This all looks great! Thanks so much. I think we would want to go ahead with this piece. We would want an as-told-to first-person essay from David Veiga's perspective about how they are using Turo to create passive income.

We would want to outline how they heard about Turo, what the process was like listing cars, what the daily admin is like to maintain this revenue stream, and any problems they have had with the system.

Our articles are really detail-oriented, so we really want to walk our readers through the process highlighting any actionable advice from the source's experience.

Our rate for this would be \$350 and we would want between 600 and 800 words maximum.

Let me know what you think and if this sounds good when you can file by!

All the best,  
Kiera

**Published article:** <https://www.businessinsider.com/how-to-make-money-turo-car-rental-2022-6>