



Trigger

1. Get parsed HARO email from Parsio



^ Choose app & event



Parsio

Change

Event (required)

Document Parsed (Nested Tables)



This is what starts the Zap.

Continue

∨ Choose account



∨ Set up trigger



∨ Test trigger



Close



Action

2. Lookup Source Settings from Google Sheet



✓ Choose app & event



✓ Choose account



^ Set up action



Drive

Choose value...



The Google Drive where your spreadsheet resides. If nothing is selected, then your personal Google Drive will be used... [more](#)

Spreadsheet (required)

HARO Request Settings



Worksheet (required)

Settings



You *must* have column headers. [See here for more information.](#)

Lookup Column (required)

Active



Specify the column we should search for cells which match the Lookup Value.

Lookup Value (required)

Yes

Supporting Lookup Column

Choose value...



Optionally, specify another column you want to search by. Note that if you supply this, the Zap will trigger only on row... [more](#)

Supporting Lookup Value

Enter text or insert data...

An example value might be [me@example.com](#) or 555-5555

Bottom-Up ☒ ☐

True



Search from bottom of the sheet? In other words, pick the most recent match?

Should this step be considered a "success" when nothing is found? ☒ ☐

No



Choose false if you want subsequent steps to always be skipped when nothing is found. This is the most common cas... [more](#)

☐ Create Google Sheets Spreadsheet Row if it doesn't exist yet?

Refresh fields

Continue

✓ Test action



Close



Action

3. Loop through the HARO requests



Choose app & event



Set up action



WARNING: Looping by Zapier is an advanced feature currently in Beta. Learn [how to create loops here](#) and [understand limitations here](#).

Line items

Values to Loop (required)

Query	1. HARO Query: Apple will fina...r general tips?	X
Requirements	1. HARO Requirements: Security expert...s only, please.	X
DateCreated	1. Created At: 2022-12-18T21:12:29.263Z	X
JournoName	1. HARO Name: Charlie Sorrel...est Life Online	X
Category	1. HARO Category: General,General...General,General	X
Deadline	1. HARO Deadline: 6:00 AM EST - 1...T - 20 December	X
JournoEmail	1. HARO Email: query-ep66@help...lpareporter.net	X
Outlet	1. HARO Media Outlet: Lifewire,Women...est Life Online	X
HaroNo	1. HARO No: 1,2,3,4,5,6,7,8...,58,59,60,61,62	X
Summary	1. HARO Summary: Is Apple's Adva...agrance over 60	X
_8	Enter text or insert data...	X
		+

Type loop value name(s) in the field(s) on the left. Map Line Item value(s) to loop through on the right.

Trim Whitespace @ ○

True

Remove whitespace surrounding each individual value? Defaults to 'True'.

Loop iteration counter start 1 2 3

1

A counter value called 'loop_iteration' will be added to each iteration of the loop. Does not affect the data to loop...

[more](#)

Maximum number of Loop iterations 1 2 3

500

Set this value to limit the number of loops performed. Data in iterations past the limit will be ignored. A number higher...

[more](#)


Refresh fields

Continue

Test action



Close



Action

4. Check Request suitability with OpenAI

Choose app & event

Choose account

Set up action

Model (required)

text-davinci-003

We recommend "text-davinci-003". For a faster and lower cost option try "text-curie-001". [Learn More](#).

Prompt (required)

Classify the suitability of the business/individual as a source for the press request query and press request requirements. If no requirements are specified, refer only to the press request query to determine suitability. Respond with either "Suitable", "Unsuitable" or "Unknown".

Source Business/Individual Type: Commercial lawyer
Source Skills: IP, contract law
Source Location: London, UK

Press Request Query:
Apple will finally encrypt almost all your iCloud data, including backups, which were a backdoor into iMessages and more. This is a massive step forward for privacy and security.

Press Request Requirements:
Security experts, privacy advocates, and law people only please!

Suitability: Suitable
####

Source Business/Individual Type: Life coach
Source Skills: coaching, counselling
Source Location: New York, USA

Press Request Query:
We are seeking professional family counselors to provide resources and support to families and to help relationships understand and cope with the following narratives:

Press Request Requirements:
Must submit media kit as a professional family coach or therapist.

Suitability: Unsuitable
####

Source Business/Individual Type:

2. Organisation Type: AI and Machine...ing Consultants

2. Areas of expert...omma separated): AI, Machine Lea...Neural Networks

2. Location (City, Country): London, UK

Press Request Query:

3. Query: Apple will fina...ts for example?

Press Request Requirements:

3. Requirements: Security expert...website address

Suitability:

Writing a good prompt is important. Start by creating a clear goal & ask a specific question. Make sure the... [more](#)

Temperature 1.0 (required)

0.5

Higher values mean the model will take more risks. Try 0.9 for more creative applications, and 0 for ones wit... [more](#)

Maximum Length 1.0 (required)

20

The maximum number of tokens to generate in the completion.

Stop Sequences

\n\n

####

Enter text or insert data...

Up to 4 sequences where the API will stop generating further tokens. The returned text will not contain the... [more](#)

Top P 1.0 (required)

1

An alternative to sampling with temperature, called nucleus sampling, where the model considers the results... [more](#)

Frequency Penalty 1.0 (required)

0

Number between -2.0 and 2.0. Positive values penalize new tokens based on their existing frequency in the... [more](#)

Presence Penalty 1.0 (required)

0

Number between -2.0 and 2.0. Positive values penalize new tokens based on whether they appear in the tex... [more](#)

Refresh fields

Continue

Test action

Close



---| Action

5. Format response



✓ Choose app & event




^ Set up action



Transform (required)

Trim Whitespace



 Removes leading and trailing whitespace.

Values

Input

 4. Choices Text: Unsuitable

Text you would like to remove leading and trailing whitespace from.

Refresh fields

Continue

✓ Test action



Close



... | Action

6. Continue if Source is suitable for Request



✓ Choose app



^ Filter setup & testing



Your Zap would **not** have continued

If this was unexpected, edit your filter below & retest. [Learn more.](#)



SAMPLE DATA

Created: 2022-12-19 12:17:10



Only continue if...



5. Output



(Text) Exactly matches



Suitable

+ And

+ Or

Retest filter

Continue

Close



Action

7. Generate Pitch Email with OpenAI



✓ Choose app & event



✓ Choose account



^ Set up action



Model (required)

text-davinci-003



We recommend "text-davinci-003". For a faster and lower cost option try "text-curie-001". [Learn More.](#)

Prompt (required)

Generate an email response to the journalist specified below to include the following information:
1) Demonstrate an understanding of the journalist's press request query and press request requirements.
2) Demonstrate how I am a suitable source for this press request by highlighting my appropriate skills and experience.
3) Explain how I could contribute to this press request successfully.
The email should be worded using 2. Spelling: British, English spelling and grammar in a professional, but friendly, tone.

Source Details

Source Name: 2. Source Name: Danny Richman

Source Type: 2. Organisation Type: AI and Machine...ing Consultants

Source areas of expertise: 2. Areas of expert...omma separated): AI, Machine Lea...Neural Networks

Source Location: 2. Location (City, Country): London, UK

Press Request Details

Journalist's Name: 3. Journo Name: Charlie Sorrel Lifewire

Media Outlet: 3. Outlet: Lifewire

Press Request Query: 3. Query: Apple will fina...ts for example?

Press Request Requirements: 3. Requirements: Security expert...website address

Generated Email:

Writing a good prompt is important. Start by creating a clear goal & ask a specific question. Make sure the... [more](#)

Temperature 1.0 (required)

0.5

Higher values mean the model will take more risks. Try 0.9 for more creative applications, and 0 for ones wit... [more](#)

Maximum Length 1.0 (required)

1000

The maximum number of tokens to generate in the completion.

Stop Sequences

\n\n



Enter text or insert data...

Up to 4 sequences where the API will stop generating further tokens. The returned text will not contain the... [more](#)

Top P 1.0 (required)

1

An alternative to sampling with temperature, called nucleus sampling, where the model considers the results... [more](#)

Frequency Penalty 1.0 (required)

0

Number between -2.0 and 2.0. Positive values penalize new tokens based on their existing frequency in the... [more](#)

Presence Penalty 1.0 (required)

0

Number between -2.0 and 2.0. Positive values penalize new tokens based on whether they appear in the tex... [more](#)

Refresh fields

Continue

✓ Test action



Close



---| Action

8. Format Email Response



✓ Choose app & event



^ Set up action



Transform (required)

Convert Markdown to HTML



 Convert Markdown text into valid HTML

Values

Input

 7. Choices Text: Dear Charlie..., Danny Richman

Markdown text you would like to convert to HTML.

Refresh fields

Continue

✓ Test action



Close



Action

9. Send Email to Source



✓ Choose app & event



✓ Choose account



^ Set up action



To

danny@richmanseo.co.uk



Enter text or insert data...

Who will this email be sent to? Multiple email addresses can be entered either individually, or as a comma...

[more](#)

Cc

Enter text or insert data...

Who should be cc'd on this email? Multiple email addresses can be entered either individually, or as a comma...

[more](#)

Bcc

Enter text or insert data...

Who should be bcc'd on this email? Multiple email addresses can be entered either individually, or as a comma...

[more](#)

From

Choose value...



Select an email address or alias from your Gmail Account. Defaults to the primary email address.

From Name

Enter text or insert data...

Reply To

Enter text or insert data...

Specify a single reply address other than your own.

Subject (required)

Selected HARO Alert: [3. Summary: Is Apple's Adva...egal nightmare?](#)

Body Type

html



If using the HTML option, you must add any and all formatting (paragraphs, lists, etc) directly using HTML....

[more](#)

Body (required)

```
<h2 style="font-size:20pt; font-weight:bold;">REQUEST DETAILS</h2>

<p style="font-size:16pt;"><strong> Request Summary:</strong>
3. Summary: Is Apple's Adva...egal nightmare?<br /><br />
<strong> Request Category:</strong> 3. Category: General<br /><br />
<strong> HARO Item No:</strong> 3. Haro No: 1<br /><br />
<strong> Journo Query:</strong> 3. Query: Apple will fina...ts for example?<br /><br />
<strong> Journo Requirements:</strong> 3. Requirements: Security expert...website address<br /><br />
<strong> Media Outlet:</strong> 3. Outlet: Lifewire<br /><br />
<strong> Deadline:</strong> 3. Deadline: 6:00 AM EST - 19 December</p><br />

<h2 style="font-size:20pt; font-weight:bold;">JOURNO DETAILS</h2>
<p style="font-size:16pt;"><strong>Journo Name:</strong>
3. Journo Name: Charlie Sorrel Lifewire<br /><br />
<strong>Journo Email:</strong> 3. Journo Email: query-ep66@helpareporter.net<br /><br />
<strong>Date Created:</strong> 3. Date Created: 2022-12-18T21:12:29.263Z</p><br />
<h2 style="font-size:20pt; font-weight:bold;">SUGGESTED EMAIL RESPONSE</h2>
<p style="font-size:16pt;">8. Output: <p>Dear Charlie...nny Richman</p></p>
```

Signature

Choose value...



Include a default signature with the email? Will be placed at end of the message after a line break and anoth...

[more](#)

Label/Mailbox

Choose value...



Attachments

Enter text or insert data...

A file to be attached. Can be an actual file or a public URL which will be downloaded and attached.

Refresh fields

Continue

✓ Test action



Close