

## Guest Blog Pitch Template

SUBJECT: Hi [insert recipient's name], thought this might be useful at [insert recipient's website name. Say "Sally's Blog", rather than the URL sallysblog.com – as the latter will make it look like you're mass emailing people and you scraped the info off the net]

Hello [insert recipient's name],

My name is [insert your name] from [insert website address, if relevant] and we have [Insert how you have had some kind of encounter or how they may know you. If they don't know you, talk about how you've been a long-time subscriber, customer, Twitter follower, Facebook fan, etc...but only if it's true]. [Insert brief information on why you think the blog provides a great service, without gushing].

I am [insert your credentials and other relevant information] and would love to put together an original blog post with exclusive rights for you to publish. I've been reading your blog for a while now and I thought that a post about [insert what the post is about and include some information why the post is targeted specifically to the blog's audience]. Some of the points I'd like to cover include:

- [insert point]
- [insert point]
- [insert point]
- [insert point]
- [insert point]

If there is a different topic that you'd like covered, I'm happy to oblige. You can see some of my work at [insert a couple of links where the blogger can see your best content... link directly to the articles you want them to see... don't make them search].

Thank you for your consideration. I look forward to working together!

Respectfully,  
[insert your name]  
[title, website address]

[insert any contact information like telephone number, Skype, etc. in case they want to get a hold of you]