

Interview Pitch Letter Template

SUBJECT: Quick interview request for you, [insert recipient's first name]

Hi [insert recipient's name],

My name is [insert your name] from [insert website address, if relevant] and I was hoping you might have [enter a number, but keep it small...about 15 to 30] minutes for a quick and casual interview.

I have a [insert topic] [website/blog/podcast/whatever] at [insert URL], and know my audience would love to hear from you about [insert interview topic]. I have [include details about interviews you've listened to, posts you've read, etc] and think you have a lot of great things to say about the subject. I'm specifically interested in [tell them something specific that you want to ask them about the subject].

[insert info about your traffic numbers, subscribers, etc. if they are large and will impress your guest...otherwise, omit this]

I will be able to provide you with the full publishing rights to the audio recording and transcripts of your interview, so you'll have a polished product to use as you see fit.

I appreciate you taking the time to consider and look forward to talking to you soon.

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]