

How to pitch publications

A CHECKLIST

What you need to know to get your pitches accepted

1: Check to see...

If there's a "guest blogging guidelines" or "write for us" page

2: Read through...

the entire page and follow any pitching indications provided

3: Address an actual person

"Hi John" will work much better than "Hi there" (but if you can't find the person who handles the guest blogging emails, then "Hi there" works just fine)

4: Show...

that you know their blog, but don't overdo it (they get so many emails, they can smell the bulls*** from miles away!)

5: Include links

to any past guest posts you've done (or your own blog if you're just starting out)

6: Include...

a little about you: what makes you the right fit to guest post for their awesome publication?

7: Pitch ideas

that they haven't written about before – or bring a completely new perspective to the table

8: Include...

the headline and at least 3 bullet points outlining the post (unless they specifically ask for something different in their guidelines)

9: Include...

multiple headlines/ideas – 3 is the magic number (unless, of course, they specify a different number in their guidelines)

10: And remember:

ALWAYS listen to their guest blogging guidelines first

