

Email outreach templates for pitching



Email 1

for basic guest blogging pitch

Hi (first name)

I hope you're having a good day!

I've been a loyal follower of your blog for over (X) years and would love to be featured as a guest blogger.

I've gone through your (blog/topic category) category and noticed you don't have any blog posts on (the topic of your guest idea) – I would love to pitch a guest post on (title of your guest post idea), an article which will discuss (outline the main point you're going to make in your guest post and how it will bring value to their readers).

To give you a better idea of my experience, I've guest written for a number of publications, including:

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(List out at least 2-3 publications you've written for before, in roughly the same niche as the publication you're pitching)

Looking forward to your thoughts!

Thanks

(Your Name)

Email 2

for basic guest blogging pitch

Hi (first name)

It's lovely to (e)meet you!

My name is (your name) and I'm a blogger at (blog's name). I'm an avid reader of your blog, and after seeing that you take guest posts, I would love to submit a pitch for your consideration.

I've gone through your guest blogging guidelines and put together 3 topics/headlines that I believe your readers would love to learn more about:

(List of 3 headlines + outline the main points you're going to make in each guest post and how it will bring value to their readers)

You can see some examples of my writing in my guest posts for:

- (List out at least 2-3 publications you've written for before, in roughly the same niche as the publication you're pitching)

Thanks so much for your time!

Email 3

for basic guest blogging pitch


Hi (first name)

I hope this email finds you well.

I know you must get a lot of emails every day, so I'll try to keep this super short: I'm a big fan of your blog and would love to pitch a guest post idea.

I noticed that you don't have any blog posts on (topic idea) so I wanted to propose the following idea: headline). The blog would (here, go into detail about what will be covered in the guest post and the main conclusion)

Or, I'd be happy to send you some more ideas that I think your audience would love :)

In the past, I've written for publications like (blog name, hyperlinked to your guest post) and (blog name, hyperlinked to your guest post).

Many thanks for your time and hope to hear from you soon

(your name)

Email 4

for blogs you've never read
before

Hi (first name)

How are you? I hope you're having a great day so far :)

I've recently discovered your blog and have been spending a very long time so far browsing through your articles. By the way, I really enjoyed your recent blog post on (talk about a recent blog post of theirs and why you liked it/what your opinion/experience is regarding that topic).

Since I noticed you accept guest contributors on your blog, I'd love to throw in my hat as well and submit some ideas that I think your readers will enjoy:

- Headline 1 + outline
- Headline 2 + outline
- Headline 3 + outline

I realise you'd probably want to learn more about my writing chops as well, so here are some examples of articles I've previously written:

- Example 1
- Example 2
- Example 3

Really appreciate you taking the time to read through my pitch.

Thanks!

(your name)

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Email 5

for basic guest blogging pitch

Hi (first name)

(Your name) here. I'm a long-time reader of your blog and a blogger myself and, to get to the point, would love the opportunity to write for your blog as well as a guest contributor.

I've been writing for all kinds of publications over the years; here are some examples to give you a better idea of my writing skills :)

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- Example 1
- Example 2
- Example 3

As for my idea, I was thinking something on (topic of your guest post idea) would bring a lot of value to your audience. I noticed you don't have much previous content on this topic and my blog post would show your readers how to (go into detail about the outline of your guest post).

Looking forward to your thoughts

(your name)

Email 6

for pitches where the article is already written (longer version)

Hi (first name)

How are you? I hope you're well :)

I'm a big fan of your blog so when I saw you were taking guest posts, I had to throw in my hat as well.

Before I tell you what my article is about though, I thought you'd want to see some examples of my past writing:

- Example 1
- Example 2
- Example 3

I've gone through your guest blogging guidelines with a fine-tooth comb and written a guest post for your blog, titled (title of your guest post). The article covers (share a summary of your blog post and the main points you're making)

The guest post is attached here, along with my author bio and headshot. I also want to confirm that the article is written specifically for your blog and hasn't been/won't be published anywhere else.

Thanks so much for taking the time to read through my email

Regards

(first name)


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Email 7

for pitches where the article is already written (shorter version)

Hi (first name)

I hope you're well and having a great week so far.

I know you must get a lot of emails every day so I'll try to keep this super short: I've read through your guest blogging guidelines and want to submit a guest post for your consideration (attached here).

The article is about (topic of guest post) and its aim is to help readers (personalize here)

I've also included my author bio and headshot to this email.

To confirm, the attached guest post is unique to your blog and hasn't been and won't be published anywhere else.

Thanks so much for your time!

(your name)

Email 8

for publications that you don't know if they're taking guest posts

Hi (first name)

I hope this email finds you well. My name is (your name) and I'm a big fan of your blog. I'm not just saying it, either – I've been following your blog for a few years now and take all of my news/recipes/tips/etc. from (blog name).

Because of that, I would love to be featured as a guest contributor for your blog. I couldn't find any information about guest blogging on your site though so I thought I'd reach out to you directly to ask.

In case you do (and you're interested in my pitch), I don't want to waste any more of your time so here are some ideas that I think your readers will enjoy:

- Idea 1 + outline of guest post
- Idea 2 + outline of guest post
- Idea 3 + outline of guest post

Here are also some examples of some of my articles; I've written for numerous publications in the past, including:

- Example 1
- Example 2
- Example 3

Thanks for taking the time and hope to hear from you soon!

(your name)


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Email 9

perfect for brand new bloggers with
no other guest posts (pitch first)

Hi (first name)

I hope you're well!

You might not know my name as I'm a relatively new blogger but I'm a huge fan of your blog.

I saw that you were taking guest posts on your blog and I would really love the chance to be featured. You can check out examples of my writing on my own blog, here, to give you a better idea of my writing skills.

I've also come up with a few ideas that I think your audience will love (I've done a quick sweep of your blog and couldn't find anything else on these topics):

- Idea 1 + outline
- Idea 2 + outline
- Idea 3 + outline

Thanks so much for your time!

Regards

(your name)


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Email 10

perfect for brand new bloggers with
no other guest posts (article first)


Hi (first name)

How are you?

I hope you're having a great day!

I'll try to keep this super short and not take up too much of your time:
I'm a relatively new blogger looking to get my name out there and I'd
love to guest post for your blog.

I've gone through your guest blogging guidelines page and wrote an
article that I think will bring a lot of value to your readers (and, of
course, completely adheres to your guidelines). The guest post is titled
(title of your guest post) and it (detail outline of your guest post)

It's attached here, along with my author bio and headshot – please do
let me know if you need anything else from me as well.

Thanks so much for taking a chance and for reading through my
application :)

Have a great day!

(your name)