



Outreach Template For **Guest Blogging**

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Outreach Template For Guest Blogging

BE FORTHCOMING

and clearly state that you are submitting an article.

"DEAR" IS TOO FORMAL.

Open with "Hi" or "Hello".

Always address them by their first name. If you can't find it, just say "Hello" or "Hello there."

THIS COULD BE A STATISTIC,

a question the piece seeks to answer, an interesting observation on the topic or a quote from an industry expert.

KEYWORD = "BRIEF"

The point here is to provide context and perhaps some credibility, not sell them on your company.

THIS IS THE PART of your pitch where you stress value to readers and why your content belongs on their site. It should tie back to the key takeaways and initial attention grabber.

DIRECTLY STATE what you want from them, but be polite.

YOU CAN EITHER SEND

the copy in the original email or use a sentence like this. We don't send copy originally because:

- 1) We might need to make small changes to the piece after pitches are sent
- 2) We don't want anyone publishing it without our knowledge
- 3) We want to appear less spammy (some pitching software will not let you attach copy for this reason)

A SECOND FOLLOW-UP

is optional, but you should never do more than two. In general, this one should be shorter than the first.

Subject line: [Article Submission] Short, eye-catching subject

Hi [First Name],

An attention-grabbing sentence that conveys why you wrote the piece.

My name is [your first and last name] with [your company], a [brief descriptor of your company]. I'm reaching out because we wrote an article that [explain how it relates to your opening line].

Some of the key takeaways are:

Key takeaway #1

Key takeaway #2

Key takeaway #3

This would be a great resource for your readers because it

[explain how it benefits the readers].

Would you be interested in publishing this on [publication name]? If so,

I'm happy to send along the copy for you to review! This piece should require little editing and has accompanying high-resolution images as well.

Best,

THIS IS NOT necessarily the title of your piece. It should be something that conveys the core value of your piece. Sentence case is also a good idea to appear conversational.

A GOOD WAY to get started is to think of why you thought this piece would be interesting. What question does it answer? Who does it help?

YOUR OPENING LINE should have caught their attention. Here, you want to connect your piece to that interesting opening.

SUMMARIZE YOUR CONTENT with this part of your pitch. You could write this in paragraph (2 or 3 sentences) or bullet (2 to 4 bullet points) format. Make sure you are thinking in terms of takeaways. This hints at the value to readers and shows the piece has actionable advice/insights.

INCLUDE ANY information that adds value to the editor's process. Some examples are:

- Exclusivity
- Communication guarantees (ex: replies within 24 hours)
- Social media sharing

IMPORTANT: Don't ever promise something you can't or don't plan to give.

IT'S HELPFUL TO include a condensed version of your original pitch in this email.

ADDING SOMETHING about answering questions or addressing concerns can be good. It opens the door for a reply that isn't a concrete "yes," which you can work with.

EXPRESS THIS IS THE last time you'll be reaching out. This may inspire a reply, but it is also just polite. It shows you respect their time and workload.

Follow-up #1

Hi [first],

I wanted to check in and see what you thought about the piece on [topic of piece] that I described in my above email. It covers [reiterate the key takeaways]. It's a great resource for [target audience] because [value add to audience].

Do you have any interest in publishing this on [publication]? I'm happy to send along the copy and answer any questions you have about the piece.

Best,

Follow-up #2

Hi [first],

I wanted to check in one last time to see what you thought of this piece on [topic]. Did you have any interest in publishing?

Thanks and let me know if you have any questions or concerns!

Best,