



Guest Posting **PITCH TEMPLATE**

Write a compelling pitch to get your
guest posts accepted

Use this template to draft your guest post pitch. You don't need to follow it exactly, but make sure you start with a compelling introduction that makes the blog post owner keep reading.

Template Basics:

Subject: [Irresistible idea] Guest Blog Proposal

Salutation: Hi [Blog owner name or name of person in charge of marketing]

[Interesting hook*] I would like to offer you a guest blog post that [provides/gives/educates/solves] your [target audiences] [questions/concerns/challenges] with [problem].

I am [qualified because]. (This is a good place to mention your business, expertise, experience and other places you've been published. Just make sure to be concise.)

My guest blog post will cover [...]. This is an excellent fit for your audience because [how the blog post aligns with the recipient's target audience.

Please let me know if you would be interested in publishing [Name of blog post] [word count].

I look forward to hearing from you.

[Sign off],

Your Email Signature

Example:

Subject: Photo Tips for Helping Your Busy Mom Audience Get Off Auto Guest Post Proposal

Hi Janet,

With the many improvements in camera phones, is traditional photography dead? Not by a long shot. Many moms in your audience are struggling with trying to take lasting professional-looking photos that will document their children's journey through life with their dedicated cameras. I would like to propose a complimentary guest blog post that will help inspire parents to take their family photography seriously so that they will be able to treasure their memories forever.

I am the owner of Suzie's Kid Life Photography and I have been working with families for over 20 years by documenting candid moments. I would like to share my expertise, as seen on my [Kid Life Photography blog](#) with your audience. My photos have been published in [Cincinnati Parent](#) and [Planet Kid magazine](#).

My blog post will cover how camera settings can help you get the most of your candid photography, why your photos never seem to turn out the way you want and why getting off auto will make the biggest difference in your family photos. This is an excellent fit for your audience, because they are limited by the time and budget needed to take professional photography classes and are looking for actionable tips they can implement today.

Please let me know if you are interested in publishing, "Candid Family Photo Tips for Getting Off Auto and Creating Lasting Memories" (850 words)

I look forward to hearing from you and helping your audience turn their precious moments into timeless treasures.

Warm Regards

Suzie
Suzie's Kid Life Photography

Your Turn:

Subject: _____ Guest Blog Proposal

Salutation: Hi _____,

_____ I would like to offer you a guest blog post that

I am

_____.

My work can be seen in

My guest blog post will cover

_____.

This is an excellent fit for your audience because

_____.

Please let me know if you would be interested in publishing

_____ (_____).

I look forward to hearing from you.

Warm regards,

Your Email Signature

* Hook Ideas:

- Interesting fact
- Rhetorical question
- Surprising statistics
- Bold statement
- Anecdote
- Relatable scenario
- Teaser

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