

Because your current pitch screams “template from 2014.”

@alexcornici | WebSearchOptimisation.com

Template 1: The “Hey, I Actually Read Your Blog” Pitch

Subject: Guest Post Idea: [Fresh Angle] for [Blog Name]

Hi [Editor’s First Name],

I recently read your post on [Title of Blog Post] and actually learned something (a rare experience these days). It got me thinking about a related angle I haven’t seen covered on your site: [Insert Your Unique Idea].

I’m a [Your Job Title] who’s written for [relevant websites or brands], and I’d love to contribute a post tailored for your audience. Here are a few ideas I had:

1. [Catchy Title #1] – One-sentence pitch.
2. [Catchy Title #2] – Another one-sentence pitch.

I can match your blog’s tone and formatting, deliver on time, and not make you regret opening this email.

Let me know what you think. I’m happy to adjust or come up with more if none of these are quite the one.

Thanks,

[Your Name]

[Your Website or LinkedIn]

Template 2: The “You’re Busy, I’m Not Annoying” Pitch

Subject: Quick Guest Post Idea for [Blog Name] Readers

Hey [First Name],

I’ll keep this short so you can get back to ignoring other, worse pitches.

I’d love to contribute a guest post to [Blog Name]. Here are a couple of ideas I think would click with your readers:

- [Idea Title] – Why it matters.
- [Idea Title] – What readers will get.

I've written for [Name-drop Something Credible] and my stuff has been known to get shared by people who don't even know me personally.

Happy to send over writing samples or a full draft if preferred.

No pressure—just let me know if this sounds remotely tolerable.

Cheers,

[Your Name]

Template 3: The “Too-Cool-For-School” Pitch

Subject: Guest Post Pitch That Doesn't Suck (Hopefully)

Hey [Editor's Name],

Not gonna lie—I almost didn't send this because I assume your inbox is a pit of broken dreams and recycled templates. But I think I have a topic that could actually be a good fit:

[Title of Proposed Post] – Short blurb about the idea, why it's relevant, and how it fits your blog.

I'll keep it clean, formatted, and typo-free. I'm not a spammy link-dropper, and I promise not to send you a post about “10 Ways to Build Your Personal Brand.”

If you're open to it, I can send the draft or more ideas your way.

Thanks for considering a pitch from a total stranger,

[Your Name]

[Your Site / Portfolio Link]

Closing Advice: How to Use These Without Sounding Like a Robot

- Always customize the opening—yes, actually read their blog.
- Don't flatter like a used car salesman. Be specific.
- Keep it human. If you wouldn't say it in a real conversation, don't write it.
- Avoid buzzwords like “synergy,” “thought leader,” and whatever else LinkedIn tried to brainwash you with.

There. Now go forth and pitch better. Your reputation depends on it.

@alexcornici | WebSearchOptimisation.com