1. Guest Post Pitch Email Template

Subject:

Guest Post Idea for [Publication Name] — [Catchy Topic]

Email Body:

Hey [Editor's Name],

I've been stalking—ahem, following—[Publication Name] and loving your recent articles like [Specific Article Title] and [Another Article Title].

I have an idea for a guest post that would fit your audience (and wouldn't make you regret opening this email):

Post Idea: [Title]

Quick Summary: [One punchy line about what it would cover and why it's useful.]

I've previously written for [Site Name] and [Site Name], and I can send more samples if needed (don't worry, they're not tragic).

If this sounds interesting, I can have a draft ready by [Date].

Thanks for considering it — and for keeping the internet slightly less terrible.

[Your Name]

[Your Website]

[Optional: LinkedIn Profile]

2. Website Targeting Checklist

Before You Pitch a Site, Ask Yourself:

- Is it actually in my niche? (Not just "vaguely related if you squint.")

- Is the domain authority decent? (Aim for DA 50+ if you want to brag later.)

- Does their audience match the people I want to reach?

- Is the site still alive? (Last post published within the last 3 months?)

- Do they accept guest posts or contributor articles?

- Are the other guest articles not a dumpster fire?

- Can I offer something they don't already have 50 copies of?

If you check 5+ boxes: Proceed, brave soul.

If you check fewer: Save yourself the embarrassment.

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3. Content Formats Cheat Sheet

Big Sites Love These Content Types:

(So please stop sending them weird rants.)

- Actionable How-To Guides

- Expert Interviews

- Data-Driven Case Studies

- Resource Lists (Actual value, not just "stuff I Googled")

- Infographics (if they don't make you look like a conspiracy theorist)

- Opinion Pieces (backed by actual experience, not vibes)

Rule of Thumb:

If you can't picture it being shared, it's not worth pitching.

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4. Submission Guidelines Pre-Pitch Audit

Before You Send Your Pitch, Double Check:

- Did I find and actually read the site's guest post guidelines?

- Am I using the editor's real name? (Not "Hi Team" like a coward.)

- Is my idea clearly aligned with their published content?

- Did I follow any specific formatting/style rules they listed?

- Am I offering something new and not "10 SEO tips" for the billionth time?

- Is my writing sample relevant and good? (No dusty Medium posts, please.)

- Have I proofread my email so I don't sound like an unpaid intern?

If you miss any of these?

Sit back down. Try again. Save your dignity.

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5. After-You-Get-Featured Promotion Plan

Congratulations, you got featured!

Now do something useful with it:

- Share the article on all your social media profiles (no, your MySpace doesn't count).

- Email your list: "Hey, I'm slightly famous now!"

- Add it to your LinkedIn, portfolio, and website under "Featured In."

- Repurpose it:

    - Turn into a video

    - Chop into carousels

    - Create a quote graphic from it

- Thank the editor publicly — everyone loves public appreciation (and it makes you look good).

- Keep pitching while you have momentum. (Don't go into hibernation.)

Momentum is your friend.

Laziness is your doom.

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