

The “Swipe This Before You Draft” Follow-Up Email Vault

A library of follow-up email templates so good, your recipients might thank you for spamming them.

What This Is

A curated collection of follow-up email templates for SEO outreach—designed for different scenarios, levels of politeness, and escalating desperation (but make it classy).

Use these for:

- Link building outreach
 - Content promotion
 - Unlinked mentions
 - Broken link pitches
 - General “hey I exist, please care” scenarios
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1. Classic Polite Nudge

Subject: Just circling back (like a normal, sane person)

Body:

Hey [Name],

Hope you're doing well! Just wanted to follow up on my email from [X days ago]—I shared [quick reminder about what you offered].

Let me know what you think—happy to provide anything else if needed.

Best,

[You, the harmless internet person]

2. The Value Add Follow-Up

Subject: Quick resource you might like

Body:

Hi [Name],

I figured this might be helpful: [Insert new link, stat, or insight related to the original pitch].

Even if it's not a fit for your site, I hope it's useful for you or your readers!
Always open to collaborate if something clicks.
Cheers,
[Name]

3. The Final Gentle Ghost-Ping

Subject: Should I close the tab on this?

Body:

Hey [Name],

No worries if this isn't a fit—I totally get it. Just wanted to give this one last nudge before I archive the thread.

Appreciate you taking a look either way!

Thanks again,

[Name]

4. The Broken Link Savior

Subject: Noticed a broken link on your page (here to help)

Body:

Hi [Name],

I noticed a broken link on your page here: [Insert URL]

The link to [broken resource] isn't working anymore. If you're updating it, you might consider [your link] as a replacement.

Hope that helps!

Best,

[Name]

5. The “You Mentioned Me But Forgot I Exist” Template

Subject: Thanks for the shoutout (mind adding a link?)

Body:

Hey [Name],

Thanks for mentioning [Your Brand] in your article! Just noticed it here: [Insert article URL].

Would you mind linking to [Insert your site/page] so readers can check us out?

Appreciate the support either way.

Cheers,

[Name]