

Guest Post Pitch Kit

(For People Who Write “Hi Sir” and Wonder Why No One Replies)

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1. Plug-and-Play Pitch Templates

Cold Pitch Template – Personalized Approach

Subject: Guest post pitch for [Blog Name]

Hi [Editor's First Name],

I've been reading [Blog Name], and your recent post on [Topic] really stood out—it was sharp, honest, and actually useful (rare these days). I'd love to contribute a guest post that builds on that conversation.

Here are a few topic ideas I think would click with your readers:

- [Idea 1]
- [Idea 2]
- [Idea 3]

I'm happy to send a draft or outline—whichever works best for your process. I've included a few links below to samples of my past work for quality reference.

Thanks for considering,

[Your Name]

[Website]

[Portfolio link or social proof]

Follow-Up Template (Polite but Not Pathetic)

Subject: Just checking in on my guest post pitch

Hi [Name],

I know you get a ton of pitches (most of them awful, probably), so I just wanted to circle back on my earlier email about contributing a guest post.

If you're still open to ideas, I'm happy to rework or tailor something more specific for your audience.

Let me know either way—appreciate your time!

[Your Name]

2. Subject Lines That Don't Reek of Spam

Use any of these instead of "Guest Post Request" (which might as well be a red flag in Morse code):

- "Quick idea for your [niche] readers"
 - "Can I write something your audience hasn't seen yet?"
 - "3 blog ideas tailored for [Blog Name]"
 - "Content pitch: high-value post, no fluff"
 - "Your blog is missing this topic—want it?"
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3. Phrases to Delete From Your Vocabulary Forever

Seriously. These are killing your chances:

- "Dear Sir/Madam"
- "Please publish my article"
- "This is not spam"
- "Kindly revert back at earliest convenience"

- “I can write on any topic you want” (desperation is not a skillset)
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4. Easy Personalization Prompts

Use these to make it sound like you’re not mass-blasting 47 blogs before lunch:

- Mention their most recent article—and say something specific about it
- Reference a recurring theme or angle they cover
- Compliment their writing or layout (editors are vain, use this)
- Suggest how your post continues a conversation they started

Example:

“Your piece on [topic] tackled an issue I’ve been thinking about too—I’d love to expand that idea into something new for your audience.”

5. Tone Check: Stop Sounding Weird

Keep your tone:

- Professional (don’t write like a college freshman)
- Confident (don’t beg)
- Casual-smart (don’t sound like ChatGPT on Ambien)

Example:

Bad: “Hello respected team, I request an opportunity to submit unique article for your blog.”

Good: “I’d love to contribute a piece tailored to your audience on a topic I haven’t seen you cover yet.”