The Guest Post Pitch Readiness Checklist

Because the world doesn't need another "Hey can I write for you?" email from someone who didn't even read the blog.

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What This Is

This is a brutal little checklist to help you avoid humiliation, rejection, and the slow erosion of your professional dignity. It exists because too many people pitch guest posts before they're even remotely ready.

Think of this as the guest posting version of brushing your teeth before a first date. Necessary. Non-negotiable. Still often skipped.

The Pre-Pitch Sanity Check

☐ Have I actually read the blog I'm pitching?

Skimming doesn't count. If you can't name at least one article and something it says, don't hit send.

☐ Does this blog even accept guest posts?

Look for a "Write for Us" page, guidelines, or previous guest content. Don't guess — verify. This isn't improv night.

☐ Is the blog relevant to my audience or niche?

Don't pitch your B2B SaaS article to a vegan baking blog. Please. It's weird and everyone feels it.

☐ Can I offer a topic that actually fits their tone and readers?

If they publish case studies and you pitch "10 Ways to Hustle in Your Sleep," we're done here.

The Personalization Filter

☐ Do I know the blog owner's name?

It's in the About page, the author byline, or their email address. If you send "Dear Webmaster," you deserve the silence you get.

☐ Can I reference something specific they've written?

This proves you're not just harvesting links like some kind of SEO raccoon.

☐ Is my pitch tailored to them, or could it be sent to 100 people with no changes?

If you can swap out the name and hit send again, it's not a pitch — it's spam with a fragile ego.

The Content Credibility Test

☐ Do I have writing samples I'm not ashamed of?

No Medium posts from 2017. No AI-generated slop. Just clean, relevant, professional writing.

☐ Can I explain my idea clearly in 1-2 sentences?

If it takes 6 paragraphs and a vision board to explain, rewrite it.

☐ Does my idea offer something their audience hasn't seen 1,000 times?

"Top 10 SEO Tips" is not a unique angle. It's content oatmeal.

The Human Decency Clause

☐ Is my email short, clear, and typo-free?

If it reads like a cold DM from a crypto bro, you've already lost.

☐ Did I include a call to action that isn't desperate or pushy?

Asking "Would you be open to reviewing a draft?" is fine. "I'd love your thoughts" works. "Please reply I need this" does not.

☐ Am I okay with rejection without turning into a passive-aggressive weirdo?

Because people can tell. And they will remember.

If You Checked All These Boxes…

Congrats! You're not an inbox goblin. You're ready to pitch like someone who respects the editor's time, their audience, and your own reputation.

If you couldn't check some of them? Don't worry. Just don't pitch yet. Go fix what needs fixing — your email game, your idea, your basic understanding of human interaction — and come back when you're less… you.