

Our Top Performing Email Templates for Pitching Editors

The Standard

Often times, we know a publication is accepting guest post submissions, we've reviewed their content and editorial standards, and feel it's a good fit.

As a result, we feel comfortable submitting potential topics, but don't want to write an entire draft before seeing whether they're interested in our topic ideas.

When that's the case, we use The Standard.

Hello [Editor's Name], I really enjoyed your recent article on [topic]. The insights on [my detailed takeaway] were of particular interest.

I'd love to opportunity to share my perspective on [broad topic area] with the [Publication] community. With that in mind, here are a few post ideas I think your readers may be interested in:

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

If any of those sound interesting, please let me know and I'd be happy to put together an outline or draft. Also, if you'd like to see a sample of my writing style, you can check out a [recent post I did on \[topic\] here](#).

Regards,
[Signature]

Note: [Highlighted text](#) indicates an area where you should create a hyperlink.

Fishing For Opportunities

Sometimes, it's not clear whether a publication is accepting pitches or not, and you want to make sure they are before investing energy into developing content ideas or writing a draft.

When that's the case, we tend to use this "Fishing for Opportunities" script to gauge their interest. Be forewarned, this approach works best when your own content is particularly strong, as they're likely to check out your website before responding.

Hello [Editor's Name], I really enjoyed your piece on [Topic], especially the insights into [Elaboration]!

I'm an [Title] over at [Company], where we're focused on [Your core mission with content marketing.]

If you're open to guest posts, I've got some post ideas that might interest the [Their site name] audience. Would it be alright if I sent over a few?

Cheers,
[Signature]

The Gutsy Draft

In the previous two templates, we're hoping to get a potential topic or outline approved before investing time developing a draft.

The Gutsy Draft is a bit different. We use it when we feel a draft we already have written is a perfect fit for the publication we're pitching.

It's a bit of a leap of faith, because you're hoping the editor is interested in your article as written. That being said, if your judgement is correct, you can often get published much more quickly by having a polished draft in hand.

We tend to use this for really high-stakes pitches where we're also very familiar with the publication we're pitching.

Hello [Editor's Name], [Backstory of why you follow the publication].

As a reader of [Publication], I'd be honored to share my unique perspective on [topic].

With that in mind, I've put together a post tentatively called: [Your working title].

Here's the premise:

[Backstory of what inspired the content you've created for their site, and how it will benefit their audience]

Here's the goal:

[Elaboration why what you want readers to walk away with]

Why it's a good fit for [Their Publication]:

[Elaboration of how it relates to other content they've created, or their publicly stated mission]

Here's a draft of the article. I'd really appreciate it if you could give it a look and let me know whether this is something you'd consider publishing on [Publication].

Thanks,

Let's Get Started Creating Your Content Empire

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