

Link Building and Guest Posting

Outreach Email Templates

Including:

1 Four **Guest Post** Outreach Templates

2 Five **Backlink** Outreach Templates



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Our Top Outreach Email Tips

Before we jump into the templates, we first need to share some tips and best practices for email outreach:

- ✓ Keep your pitch short, less than 150 words if possible.
- ✓ Fill out your signature, including your job title and a link to your website.
- ✓ Include your experience and why you are knowledgeable on the subject. This will help establish your credibility and why you're in a position to help.
- ✓ Make your emails personal and send them to individuals, not a shared inbox.
- ✓ If you can't find an editor's email address on the website, use social media, like Twitter or LinkedIn, to see if they shared their email address there. If not, you can use a tool like [Hunter.io](https://hunter.io) to find email addresses.



Keep in mind that these are templates, and you should adapt them to suit the website you are reaching out to. If the tone of voice on the site is very formal, ensure you are formal. If it's playful and fun, don't be afraid to add in a bit more personality.

Please note: any use of businesses or email addresses you see in this blog are purely fictional.



Guest Post Outreach Templates

For guest post outreach, it's good practice to share three topics or titles for the recipient to choose from in your initial email. This means less work for them and shows you have enough experience to write about their niche from multiple angles.

Content Gaps

By finding content gaps on websites you want to guest post on, you can pitch yourself as the person to help them fill that gap. Reach out to these websites with content suggestions and explain why you're the right person to write this content.

Content Gap Template

Hi [Name]

I was reading your article on [topic]. It gave me a new perspective, and I really enjoyed reading it. I particularly enjoyed [add specific parts of the content you enjoyed].

I noticed that you don't have any content about [related topics] on your website. I know your audience would be interested in reading about [related topics].

I'm a [job title] at [company name]. I've written about [topic] in the past, so I'm confident I could create something to match your audience's interest and your tone of voice.

If you're open to a guest post, I can send across a draft for [one of the adjacent topics].






Here are some examples of my previous work:


[Link 1]
[Link 2]
[Link 3]

I look forward to hearing from you.

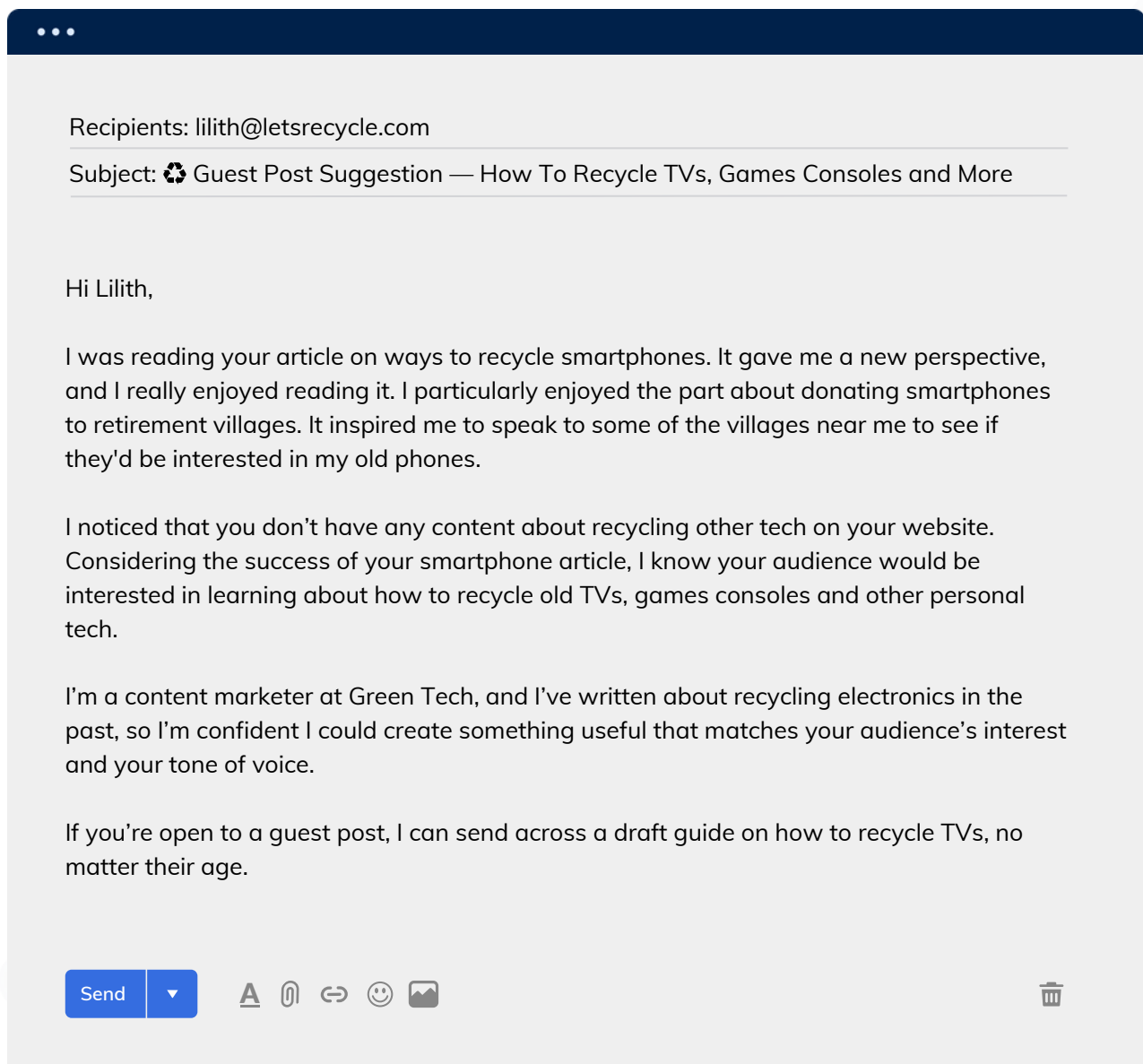
[Your Name]

Send





Content Gap Example Email





Content Booster

A content booster is where you pitch content to a website to enhance content they already have. This could be an article explaining a tutorial step in more detail or a guide covering the same topic but for a different niche.

Content Booster Template

...

Hi [Name]

I loved your article on [topic]. It was very insightful, and I especially enjoyed [add specific parts of the content you enjoyed].

Have you thought about adding more in-depth articles about some of the points you covered? I think your audience would be interested in learning more about [add three points you can confidently write about here].

If you're open to guest posts, I'd be happy to contribute an in-depth article about [one of the points] or either of the other two topics. I'm a [job title] at [company name], and I've written about [topic] in the past, so I'm confident I could create something to match your audience's interest and your tone of voice.






Here are some examples of my previous work.


[Link 1]
[Link 2]
[Link 3]

I look forward to hearing from you.

[Your Name]

Send ▾





Content Booster Example Email

Recipients: ruby@everythingdog.co.uk

Subject: Guest Post — Which Dog Breeds Are the Easiest Puppies to Train?

Hi Ruby,

I loved your article on what the first week is like after [bringing a new puppy home](#). I really liked how honest it was and especially enjoyed the photos you included; your little Rufus is absolutely adorable.

Have you thought about adding more in-depth articles about some of the points you covered? I think your audience would love to read about the challenges that come with raising different dog breeds from puppyhood.

If you're open to guest posts, I'd be happy to contribute an in-depth article comparing how companion breeds and working breeds behave as puppies. I'm a content writer at Dog Training Collective, and I've written about working and companion breeds in the past, so I'm confident I could create something insightful to match your audience's interest and your tone of voice.

Here are some examples of my previous work. I also created the graphics for these guides and would be happy to create some graphics for your site that fit with your branding:

- [Why a "Smart Dog" Might Not Be Right for You](#)
- [The Real Story behind Teacup Breeds](#)
- [Would My Old Dog Be Okay with Me Getting a Puppy?](#)

I look forward to hearing from you.

Jess

Jess Percival, Content Marketer at [Dog Training Collective](#)

Send





Guest Post Application

When submitting an application to become a guest poster, ensure you read the guest-posting guidelines and refer to them in your application email.

If they don't have guidelines, pay attention to the tone of voice on their website and refer to that in your email.

Guest Post Application Template

...

Hi [Name]

[Explain how you came across their guest post application, or mention a recent article they wrote that you enjoyed if they don't have a guest post application].

I'm a [job title] at [company name], and I regularly write about [topic]; and I'm confident my writing style and expertise would be a good fit for your website.

I have written [x] articles about [topic], and I am confident in my ability to adapt my writing style to suit your tone of voice as outlined in your guest post guidelines.

After taking a look at your current content, some topics I think your audience would love to read about are:

[Topic 1]
[Topic 2]
[Topic 3]

I've written about [topic] in the past, so I'm confident I could create something to match your audience's interest and your tone of voice. Here are some examples of my previous work.






[Link 1]
[Link 2]
[Link 3]


I look forward to hearing from you.

[Your Name]

Send

▼





Guest Post Application Example Email

Recipients: matthew@confidentaccounting.com

Subject: Accounting Expert Would LOVE to Guest Write for Confident Accounting

Hi Matthew,

I just saw your LinkedIn post about taking on new guest writers for the Confident Accounting blog.

I'm a digital marketer at [Dynamic Accounting](#), and I'm confident my writing style and expertise would be a good fit for your website.

I have written multiple articles about accounting, and I am confident in my ability to adapt my writing style to suit your tone of voice as outlined in your guest post guidelines. I could barely contain my excitement when I saw that you love including funny gifs in your blogs.

I especially enjoy writing guides about accounting for small business owners, as well as advice for graduates who have just finished their accounting degree and don't know where to start with their career.

After taking a look at your current content, some topics that I think your audience would love to read about are:

- How to Choose the Best Accounting Software for Your Business
- Accounting Graduate Feeling Lost? Here's What You Should Do Next
- A Day in the Life of an Accountant Summed up in Memes

Here are some examples of my previous work:

- [The Ultimate Beginner's Guide to Small Business Accounting](#)
- [The Best Accounting Spreadsheets for Any Business](#)
- [Accounting Experts Share Their Top Advice for New Accountants](#)

I look forward to hearing from you!

[[GIF LINK](#)] — please add a still of this to the design]

Jess

Jess Percival, Digital Marketer at [Dynamic Accounting](#)

Send





Relationship Builder

Sending out relationship-building emails is a great way to build a genuine connection with editors at a website you'd love to guest post on. Doing this will make yourself known to the other person before you dive in, with a guest post pitch at a later date. It's also just a really nice thing to do.

Relationship Builder Template

...

Hi [Name],

I've just finished reading your article about [topic], [add the blog title].

The part I enjoyed most was [include your favourite part], because of [add why it was your favourite].

I've shared it with the rest of the team, and I hope they get as much out of it as I did.

Thanks,
[Your Name]

Send ▼





Relationship Builder Example Email

Recipients: ubaid@employeehealth.com

Subject: Your remote working guide made me feel less alone

Hi Ubaid,

I've just finished reading your article about ways to connect remote staff, [Apart But Together — How to Build Bonds in Remote Teams](#).

I really enjoyed the section about setting time aside for staff to chat to others about non-work stuff during work time. As a remote worker myself, I always felt guilty when at the start or end of a meeting, we'd chat about things going on in our lives, but I see now how helpful that has been in the long run.

I've shared the guide with the rest of the team, and I'm hoping they get as much out of it as I did.

Thanks,

Jess

Jess Percival, Digital Marketer at [Exposure Ninja](#)

Send

A



Backlink Outreach Templates

Backlink outreach is a fine art. You need to cut through the noise of an editor's inbox, and once they open your email, offer them reasons why your content is worth that link.

Unlike with guest posts, websites often ask for a fee to include a backlink in their article. This fee varies from website to website, depending on their traffic volume and [Moz Domain Authority](#) rank.

Classic Link Building

"Classic" link building is where you reach out to an editor and ask if they'd like to link back to an article on your website — simple.

Classic Link Building Template

...

Hi [Name]

I'm an avid reader of [their site name] and especially enjoyed your guides on [topic you genuinely enjoyed].






I'm a [job title] at [company name], and I recently published some data about [topic]. I thought it might be useful for updating some of your articles, as well as inspiring new ones. You can read it here [link].


Let me know your thoughts.

Thanks,

[Your Name]

Send ▼





Classic Link Building Email Example

Recipients: aisling@homedesignmag.com

Subject: Did You Know — Only 2% Of Paint Is Reused or Recycled?

Hi Aisling,

I'm an avid reader of Home Design Monthly and especially enjoyed [your guide on upcycling old furniture](#). Including places to buy second-hand paint was a really nice touch. I was very excited to see it as someone who works for [Pa!nt](#), a company that takes paint tins intended for landfill and uses them to create new colours based on a customer's needs.

We recently published a study about how much paint is wasted in the UK each year. I thought these stats would be a great addition to your upcycling article, as paint wastage is a lot higher than you'd expect.

Let me know your thoughts.

Jess

Jess Percival, Marketing Executive at [Pa!nt](#)

Send

A



Unlinked Brand Mentions

An unlinked brand mention is when a writer mentions your company in an article but doesn't link to you. You can reach out to the writer and ask them to link to your site or a specific page relating to the mention.

You can use tools such as [BrandMentions](#) to find these opportunities quickly.

Unlinked Brand Mention Template

Hi [Name],

I spotted that you mentioned [company name] in your recent article, [article name]. It would be amazing if you could add a link to our site so that readers who want to learn more know exactly where to go.

Thanks in advance,

[Your Name]

Send

A

Unlinked Brand Mention Email Example

Recipients: chloe@marketingtips.com

Subject: Thank you for including us in "Examples of Great Calls to Action!"






Hi Chloe,


I spotted that you mentioned Exposure Ninja in your recent article, Examples of Great Calls to Action. It would be amazing if you could add a link to our site so that readers who want to see how our calls to action look on our website know exactly where to go.

Thanks in advance,

Jess

Send ▼







Guest Infographics

This method takes a bit longer than the above strategies and templates but can pay off really well.

Come up with an idea for an infographic that incorporates quotes from people in the industry that the infographic is focused on. Reach out to these people and ask for a quote.

If they give you a quote, follow up with the finished infographic and a link to the page on your site that it features on.

Guest Infographic Template

...

Hi [Name],

The team at [company name] are currently working on an infographic that features top tips from insightful people in [your industry]. We'd love to get a tip from you, as we know you'll provide something genuinely helpful that will resonate with our audience.

Examples of existing quotes are:

[Quote 1]






[Quote 2].


Let me know what you think. We'd love to get you involved.

Thanks,

[Your Name]

Send ▼





Guest Infographic Email Example

Recipients: ayden@pondfarm.co.uk

Subject: We'd love to get your insight on the evolution of farming

Hi Ayden,

The team at [Future of Farming](#) are currently working on an infographic that features quotes from experts in agriculture. The focus is on how farming has evolved over the last 20 years. We'd love to get a quote from you, as we love your regular talks about the pros and cons of new farming tech.

Examples of quotes we have already are:

- "Farmers need to get up to speed with current technology, or they'll get left behind." — Peggy Solis
- "New tech shouldn't result in jobs that used to be easy becoming more complicated." — Hughie Duncan






Let me know what you think. We'd love to get you involved.


Thanks,

Jess

Jess Percival, Writer at [Future of Farming](#)

Send





Missing Product/Tool

This template specifically targets writers of articles that share or compare several products or tools. This is a great way to get your product added to this list, with a link back to your site.

When sharing information about your product with the writer, you need to pitch why it deserves to be on the list. Use the format of the article you want to be featured on. If they use short, sharp bullet points, send bullet points. If they go into great detail, send more detailed information. You can also attach images and videos of your product if the original article used either.

Missing Product/Tool Template

...

Hi [Name],






I was just reading your article comparing [product name] and thought [name of your product] from [your business name] would fit perfectly on this list. It is [add a description of your product, taking inspiration from the existing article].


Let me know what you think. We'd be honoured to be included in [name of article].

Thanks,

[Your Name]

Send ▼





Guest Infographic Email Example

Recipients: annemarie@gamingreviews.com

Subject: The Ultimate Dual-Function Gaming Chair

Hi Anne-Marie,

I was just reading your article comparing the [top gaming chairs on the market](#), and I thought the Day and Night office chair from The Chair Scientists would fit perfectly on this list.

The goal with the Day and Night office chair was to create an adjustable chair that gamers can use while working from home and in the evenings while they game. Maybe gaming chairs go for style over science, and we wanted to challenge that. I've attached a PDF with the different models and specs.

We've seen more and more gamers asking for a new type of chair in the gaming space, so we know your audience will appreciate you including a gaming chair that is different from the rest.

Let me know what you think. We'd be honoured to be included in your article.

Thanks,

Jess

Jess Percival, Marketing Executive at [The Chair Scientists](#)

Send

