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# GUEST POST TEMPLATE

**@wernchat #hypeyourself**

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# HOW TO PITCH A GUEST POST WORKSHEET

**Subject line:** Pitch for “insert name of column” – short synopsis  
e.g. Pitch for Metro My Label and Me – fat  
Huffington Post Opinion – All voters agree Brexit is Boring

## Intro

Hello (insert correctly spelled name here),

My name is XX, and I’m an expert in YY and ZZ. Would you be interested in any of the following as a guest post:

## Ideas

- Idea one: A short pitch of 1-2 sentences of what my idea is and the crux of the argument
- Idea two: A completely different idea laid out to the above but in same format
- If you have an opinion or guest post off the back of the news, include a link to the news you are commenting on

\*Make sure it has not already been written. If it has, how can you take this story forward.

\*\* Don’t pitch a ‘How To’ or ‘Off the back of the news’ type piece unless this fits with the editorial style.

## Example of previous writing

To demonstrate your writing tone of voice, include 1-2 examples of previous writing. If you have not written for another title include a link to something you have written on your website, LinkedIn or Medium.

### Sign off

Thank you for considering me.

Name

Email

Phone number

(It is crucial they are able to contact you urgently if required).

### Background Information

After the sign off is where you can add any additional information such as:

#### **About me**

150 words maximum personal biography

#### **About my business**

Again, keep the business biography short and to the point

#### **Final thoughts**

Avoid sending large attachments or images. If there is a report, white paper or imagery include a download link or as small low-res image embedded in the email.

Consider one follow-up if it is timely but do not keep asking the journalist if they have received your email. If they do not respond reconsider your angle and pitch at a later date.

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