

# HOW TO PITCH GUEST BLOGS IN 2023: GUIDE & EMAIL TEMPLATE



# How to Pitch Guest Blogs in 2023

Thanks for downloading this guide to pitching guest blogs. Over the years, I've secured business leaders guest blogs in dozens of high-profile and trade publications including the *Wall Street Journal*, *Entrepreneur*, *Fast Company* and *Inc.* My own articles have been featured in *The Muse*, *Forbes*, *Inc.com*, *Mashable*, *DailyWorth*, *TIME* and *Newsweek*.

Guest blogging is one of my favorite promotional avenues. It ticks several important PR and marketing boxes all at once, including:

- 1. Introducing your business to new communities of people:** At its most foundational level, guest blogging helps you get your name, and your business's name, in front of new communities through the marketing efforts of each publication.
- 2. Promoting your own expertise:** The more you guest blog, the more people begin to associate you with the topics you write about and your unique POV. Take organizational psychologist Adam Grant, who has written articles for the *New York Times*, *Harvard Business Review*, *Wall Street Journal* and *The Economist*. After reading his articles, we start to understand not only his expertise (the intersection of work and psychology) but also his approach to this work, which centers around generosity, creativity and finding meaning in work. If I'm a person who is not only interested in organizational psychology but connect with Adam's perspective, he's a person I'm going to follow closely.
- 3. Building brand credibility through association with the publication:** We know there's no more important metric than building trust. This includes potential customers but also extends to brand partners, potential employees, vendors and more. Associating your name and brand with credible publications helps people more quickly trust that you're a legitimate source of information in the industry.
- 4. Driving people to your website:** When you contribute to a publication, you'll get an author bio. This can range from one sentence to a short paragraph, depending on each publication's guidelines. People who are interested in what you have to say will naturally click over to your site to learn more about you, the business and your products and services.
- 5. Providing great SEO value:** Google's #1 goal is to serve up the best and most credible information based on what they know about the person searching. The more Google has the opportunity to serve up your content in search results, especially across a variety of well-regarded publications, the more the algorithm trusts your credibility. This then ripples out to additional content you create and publish, creating a dynamic SEO foundation.

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With all that said, securing guest blogs takes a little more strategy and creativity now than it did just a few years ago. If you read [A Guide to Understanding the Media Landscape in 2023: What You Need to Know to Pitch Well](#), you'll know many publications have shifted to a pay-to-play model for contributor articles, like the [Forbes' Council](#) and [Entrepreneur's Leadership Network](#). This means many of the larger, go-to guest blogging publications we used to rely on are no longer an option unless we want to pay for them.

The good news is there are still plenty of publications that take contributor articles for free. Many of these are niche publications, like [strategy + business](#) or [Well + Good](#). While they have smaller readerships than the bigger newspapers and magazines, they often have higher conversion rates since the people who read them are seeking specific content vs. scrolling through a publication that covers a wide range of topics.

## THE THREE ELEMENTS OF AN EXCELLENT PITCH

Before we take a look at the email template, let's dissect the three elements that make a great pitch.

First, the pitch should be anchored in recent news or research (in PR terms, we call this the "hook"). This helps editors answer the question: Why would our readers be interested in this now? It's the difference between "I can write about the latest leadership trends" and "A [recent McKinsey report](#) shows that in a post-pandemic world, when employees feel they can challenge the status quo without fear of negative backlash, they are more likely to innovate quickly and adapt well to change. My article outlines four ways Fortune 500 leaders are working to create psychological safety within their teams; how the rise of the self-aware leader is impacting business's bottom lines for the better; and concrete steps leaders can take to improve team cohesion." You'll see in the example below I link off to a recent CDC report and research paper to underline the timeliness and relevance of the article ideas.

Second, you always want to include one - two sentences that underline your credibility. This helps editors answer the question: How can I trust that this person knows their stuff? If you've written for other publications, include links to those articles. You can also include any events you've spoken at or podcasts you've appeared on; certifications and degrees you hold; awards you've won; and companies you've worked with.

You can also get creative here. Several years ago I worked with an author who was new to pitching his work but had a one-line review from Seth Godin on his latest book, so we included that as his credibility-building line.

Finally, you want your pitch to be personalized. In the latest [MuckRack State of Journalism report](#), lack of personalization was listed as the top reason journalists reject an otherwise relevant pitch. We personalize pitches not just by adding a sentence at the top referencing one of their latest articles, but by crafting the entire pitch with their body of work, publication and audience in mind.

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## PITCHING GUEST BLOGS: FOLLOW THE GUIDELINES

Now that we know what to include in a pitch, let's talk about how to pitch guest blogs. As you'll see in the [2023 HatH Guest Blog & Media List](#), many publications have their own guidelines for submitting guest contributor pitches. They tend to fall into one of two buckets:

1. The first ask you to send a draft of the article and a brief bio (this is pretty self-explanatory)
2. The second group asks you to send a list of your article ideas and a few sentences about you and your work

The template below is for guest publications looking for the latter.

## GUEST BLOG PITCH: EMAIL TEMPLATE

Here's an email template for you to use as a springboard for your own guest blog pitches, using the example of an epidemiologist looking to contribute to a science publication.

*Hi Sam,*

*My name is Amy Parks. I'm an epidemiologist and science professor at John Hopkins. Thanks for your article debunking Damar Hamlin's collapse as vaccine related. My colleagues and I saw the initial story take off and were relieved when we started seeing yours passed around.*

*I'm interested in regularly contributing to Science Daily and offering a non-politicized place for people to understand the latest pandemic news. This includes:*

- *Contextualizing the latest research, like [Does Intermittent Fasting Really Help the Effects of Long-Covid on the Heart?](#) and [Understanding the Rise of Non-Covid-Related Illnesses in Kids: The Scientific Reasons Kids Are Getting Sick More Frequently](#).*
- *Exploring our post-pandemic mental health crisis in partnership with my psychotherapist colleague Jodie Smith, like [Is My Depression from Having Covid or Living Through Covid?](#) and [Teenage Girls Are Reporting Their Highest Levels of Sadness and Hopelessness Post-Pandemic: What They Say They Need to Feel Like Themselves Again](#).*

*I have a strong and growing social following ([56k on Instagram](#)) and have been featured in [Fortune](#) and [Mind Body Green](#). For writing samples, you can check out my blog at [amyparkswrites.com](#).*

*Thanks for considering,  
Amy*

# A Few Last Things to Keep in Mind

## WHAT TO CONSIDER WHEN PITCHING TRADE PUBLICATIONS

When considering pitching niche and trade publications, here's my best advice: Don't always judge the book by its cover. The content should be up-to-date and relevant, but the brand might not always look as modern as some of the larger, better-funded publications. If the content is smart and resonates and there's a clear opportunity to add your voice to the conversations covered by the publication, pitch an article and see what happens on the backend. Some of the best traffic drivers are unassuming publications with surprisingly high readerships.

## CAN I MAKE MONEY GUEST BLOGGING?

Yes! While most publications don't pay contributors, some offer freelance rates. Political publication Mother Jones, for example, offers rates starting at \$.75 per word for online articles and \$1.75 per word for print articles. For a 500-word story, these rates put you at \$375 - \$875 per article.

## SHOULD I PAY TO BE FEATURED?

Finally, if you're considering paying to have your articles featured in a larger publication, my recommendation is to see what kind of momentum you're able to create pitching free publications before you pay for coverage. You may decide down the line that investing in something like the Forbes Council is worth exploring. Just keep in mind that any pay-to-play articles you publish will be tagged as "sponsored content," which doesn't hold the same credibility as original content.

# Now It's Your Turn

With that, I'll leave you to it! If you haven't already, be sure to download the **2023 HatH Guest Blog and Media List** included in the Library. It's a list of more than 80+ publications across business, politics, health and wellness, tech and parenting with guest submission guidelines and/or their journalist masthead (which lists contact details for their writers and editors).

You may also be interested in:

- [How to Pitch the Media in 2023: Guide & Email Template](#)
- [How to Pitch Speaking Gigs in 2023: Guide & Email Template](#)
- [Draft Your LinkedIn "About" Section: Template](#)
- [Build a Modern Business Plan: Workbook](#)

...all of which you'll find in the Library. In the meantime, happy pitching and be sure to let me know when you land your next guest blog. I'd love to see it.

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## About Alex



Alex Honeysett is a seasoned Brand & Communications Strategist with 15+ years of experience leading communication and PR campaigns for corporations and small businesses in media, education, finance, fintech, professional services, healthcare and more. Alex has helped dozens of executives and business owners build intentional personal brands and human-centric PR and marketing strategies. She has landed executives guest blogs and op-eds in leading publications including the *Wall Street Journal*, *Entrepreneur*, *Fast Company* and *Inc.com*; speaking gigs at conferences around the world including SxSW, Emerging Women, CHRO Leadership Summit and more; and media coverage in outlets including *The Today Show*, *Mashable*, *BBC*, *NPR*, and *CNN*. Her own articles have been featured in *The Muse*, *Forbes*, *Inc.com*, *Mashable*, *Dailyworth*, *TIME* and *Newsweek*. As the founder of **Human at the Helm**, Alex helps values-driven business leaders more meaningfully promote their businesses and work.

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