Subject Line: [INSERT SUBJECT LINE]

Dear Mrs./Ms./Mr.,

Insert your introduction here. Include a strong hook …

Insert Body Paragraph 1: Explain the value of your pitch. Include links to relevant sources to support your angle.

Insert Body Paragraph 2: Add more explanation or a bullet-point summary of exactly what you’ll cover.

Conclusion

[SIGNATURE]

**COMPLETED EXAMPLE**:

Dear [INSERT EDITOR’S NAME],

Content marketers often struggle with guest blogging. The reason isn’t because they have bad ideas or poor writing skills. Rather, the culprit is an inability to write proper email pitches.

Fortunately, writing a strong pitch doesn’t have to be difficult. By following some simple tips and best practices, any writer can improve the odds of their guest pitches getting accepted. This blog post will show readers how to do the following step-by-step:

* How to generate a unique angle
* How to find blogs looking for guest contributors
* How to construct a well-written pitch email

By the time they’ve finished the article, your readers will have the knowledge they need to write better pitches and land more guest posts. Please let me know your thoughts.

Best,

[SIGNATURE]