



## A Beginners Guide to Pitching Your Idea to Bloggers

**You've found a blogger, now it's time to get in touch.**

Bloggers receive emails from businesses like yours on a daily basis (well the good ones do anyway).

So it's really important that you make *a great first impression* and leave the blogger with *no doubt* as to how you and your business can benefit them.

Here are some tips to help you put together your pitch email.

- Read their blog posts and 'About Me' page. **Make sure you know their name and use it in the email.**
- Don't just copy and paste the same email to everybody you contact – these emails stand out a mile and will just get deleted.
- Don't just say you've been reading their blog for a while – it screams email template. Comment on a post they've written and why you found it useful, interesting or relevant to you personally.
- The best tone to take is professional, yet friendly.
- Make it clear what the benefit is to them and be upfront about what it is you want.

Do you want to offer them some content or send them a product to review?

Or are you keen to make contact with them and open the conversation up to how they might be interested in working with you?

- If you can find a telephone number pick up the phone and give them a call.
- Read their guidelines. Most bloggers will have content guidelines, so read them. If a blogger explicitly says that they don't offer links back to your website within the content – then don't ask them!



It will take you time to craft a personalised, well researched and informed email – but you will see a much higher return than if you use the copy and paste approach.

Below is an example of how you could choose to structure your initial email.

<p>Hello Joe,</p> <p>My name is Lou and I run a small business in Brisbane that specialises in Interior Design Products.</p> <p>I came across your blog <a href="http://www.myhome.com">www.myhome.com</a> and noticed that you've written quite a few posts on the topic of D.I.Y and home renovation. I found your post on how to get creative on a budget really inspiring and loved what you did with the second hand chair.</p> <p>A lot of my customers frequently ask me for my ideas on quick and easy D.I.Y projects they can do themselves.</p> <p>I've been working on putting together a beginners guide for D.I.Y quick fixes and I wondered if this might be something your readers would find useful that you'd be interested in for your blog?</p> <p>If this is something you are interested in collaborating on I'd love to hear from you.</p> <p>Lou</p>	<p>} Start the email by using their name and introducing yourself</p> <p>} Let them know why you are approaching them and show that you've read their blog</p> <p>} Pitch your idea and make it clear why it would benefit them – e.g. it would be a useful asset for their readers</p>
---	---

### What should you avoid?

- Never use a template that you copy and paste for everyone – always tailor your emails to be personal.
- Use your professional work email and avoid using your personal Gmail, Hotmail or Yahoo. Using a work email address helps to add credibility to your request.
- Never email a website and directly ask for a link back to your website. It doesn't come across that you are genuinely trying to be helpful and weakens your pitch.
- Don't mention money up front, but do be prepared to pay a blogger for their time.