

Marketing Moxie

Episode #6 – Creating Effective Guest Post Pitches

Guest post pitches are where the magic happens when it comes to making things happen. The key is creating a pitch that sells your story idea in only a few sentences and providing everything the blogger/media needs to say yes.

CHECKLIST

Intro

- ✓ The contact's name
- ✓ A strong intro sentence for your email

The Pitch

- ✓ Why is this a good fit? Why is it relevant?
- ✓ What is your post going to be about?
- ✓ What points will you cover?

Supporting Elements

- ✓ Writing samples
- ✓ Two-line bio

Follow-Up

- ✓ Track the pitch to follow-up by email in 7-10 days.

Check out more on guest posting in the other episodes in the series:

www.maggiepatterson.com/episode4

www.maggiepatterson.com/episode5