

The No-Risk Pitch Method

An easy, fill-in-the-blank pitch template to help you land more guest post placements and paid writing gigs



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Introduction

We all start somewhere.

For me, it was 500 word posts about pest control for \$12 a pop.

Woof.

You might be in the same boat, or you might have moved up a few rungs, but regardless, you probably want to keep climbing.

I was thinking about the beginning stages of my career recently, and I realized that much of my success as a writer in the marketing space could be traced back to a single email pitch - a six email exchange that resulted in \$5,600 and 28 articles published on one of the web's more popular marketing blogs.

While the pitch itself wasn't perfect, the full exchange, [as outlined in this blog post](#), is a fantastic example for new and intermediate freelancers wanting to gain traction in a field where they may not have significant experience.

I've turned the essence of that exchange into two handy pitch templates that you can use to break open doors and create opportunities for yourself in niches where you have no prior experience.

I get emails every month from readers who have landed clients via these templates. Give 'em a try and let me know how it goes!

Jacob McMillen

The Guest Post Template

Use this template to secure guest post placements for yourself. Guest posting comes with numerous benefits, and it's often easy to snowball a successful guest post into a paid blogging gig.

Hello [*Target's name if you have one*],

Big fan of [*website name*]! I've been reading your posts for awhile and appreciate [*something uniquely relevant to the publication*]. I'd love to write something for you, and I've put together a few possible topics below that I think would be really compelling to the [*website name*] audience.

1. [*Relevant, Compelling Headline #1*]
2. [*Relevant, Compelling Headline #2*]
3. [*Relevant, Compelling Headline #3*]

If you'd like to check out my previously published posts, I've listed several relevant examples of my work below:

1. [*Link to a relevant post on the biggest site you've been on*]
2. [*Link to a relevant post with the highest visible share count*]

If one of those headlines stands out to you, I'd be happy to send a full outline so you can verify I have the supporting information to deliver a well-rounded article.

Thanks for your time and consideration,

[Your Signoff]



The No-Risk Pitch Template

Use this template to secure paid blogging gigs. This template eliminates the risk for the recipient by allowing them to opt out of paying you if they don't like your submission enough to publish it. Only use this on established brands that you trust to pay you if they publish your work.

Hello [*Target's name if you have one*],

Big fan of [*website name*]! I've been reading your posts for awhile and appreciate [*something uniquely relevant to the publication*]. I'm a freelance writer, and I think the following posts would be a perfect fit for your content marketing strategy.

1. [*Relevant, Compelling Headline #1*]
2. [*Relevant, Compelling Headline #2*]
3. [*Relevant, Compelling Headline #3*]

If one of these topics sounds like it's up your alley, let me know. I charge [*your rate*] per post, but I'd be happy to do this on-spec, so you only pay me if you decide you want to publish it.

Feel free to check out some of my previously published work below:

1. [*Link to a relevant post on the biggest site you've been on*]
2. [*Link to a relevant post with the highest visible share count*]

Thanks for your time and consideration,

[Your Signoff]



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freelance income"

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