

# Bloggng to Brand Yourself

# GUEST POST PITCH OUTLINE

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## POTENTIAL GUTEST POST BLOG:

Write out the basis brand details of the blog you want to pitch to.

- **Blog Name:**
- **Blog Owner:**
- **Blog Email:**
- **Blog Niche:**
- **Blog Categories:**

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## MOST RECENT/POPULAR BLOG POSTS:

Content they've already shared.

- **Post 1:**
- **Post 2:**
- **Post 3:**
- **Post 4:**

## POTENTIAL POST TOPICS THAT RELATE:

What content can you contribute?

- **Possible Post 1:**
  - **Possible Post 2:**
  - **Possible Post 3:**
  - **Possible Post 4:**
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## PERSONALLY ENGAGE THE BRAND:

Write out your introduction pitch here. What is it about those brands that would benefit you by contributing your content there and what would they gain by bringing you on as a featured guest?

**Introduce yourself and give a little background to who you are.**

**How you found their blog.** (Maybe share a past post that resonated with you. **TIP:** be sure to use their name!)

## Why do you want to collaborate and what are your post ideas.

(Remember that this post should be valuable for both parties so outlining what this collaboration will do not only for you, but for them and their creative community will really enhance the sincerity and seriousness of your post proposal.)

**WHAT** is the post title and topic:

**WHY** is it a valuable topic to discuss:

**HOW** will it relate to their target audience.

**WHEN** can you have it written for them to review:

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## GUEST POSTING GUIDELINES:

Check their site for any rules or guidelines for how they want guest posts submitted. Make nots of them below to make sure and follow them to ensure your changes of your post being accepted.