



# 50 Irresistible Outreach Email Templates

## Email #1: Ultra Simple Outreach

### Objective:

To promote your content to bloggers, publishers, and content creators in order to get social shares and/or backlinks to your website.

**Subject Line:** Useful for [Their Website] readers

*Hey [Name],*

*I came across your post on [Article Topic]. Great list!*

*Anyway, I just thought that this extensive list we recently published might get you (and your readers) interested as well.*

*[Link to your article]*

*Thanks and hoping you have a solid week!*

*[Your Name]*

## Email #2: Bridging Outreach With Mentioned Tool

### Objective:

To promote your content to bloggers or publishers who have shared the same tool/product you mentioned on your post.

**Subject Line:** Content suggestion for [Their Website]

Hey [Name],

Saw your post on [Their Website], and noticed that you shared the tool, [Tool Name].

*I just thought that this piece on using [Tool Name] might be valuable to your readers/followers as well. I covered the step by step guide to using it and sharing an actual case study that it works.*

[Link to your article]

Looking forward to hearing from you.

Thanks,  
[Your Name]

## Email #3: Group Interview Outreach

### Objective:

To interview thought leaders, personalities, bloggers, or publishers in your industry, ask them a specific question, and curate all their answers into one big article.

**Subject Line:** Could you edit this?

*Hi [Name],*

*I'm doing an expert roundup on my blog, [Your Blog Name], and I think many people who are new to [Topic] would love to know your answer to this question.*

*[Your interview question]*

*If you could send your response back by [Date] as I plan to publish on [Publish date].*

*By the way, just so you know, I had great success in my past group interviews. You can check them out:*

- *[Sample roundup post 1]*
- *[Sample roundup post 2]*

*Hoping to hear feedback from you.*

*Thank you,  
[Your Name]*

## Email #4: Roundup Outreach

### Objective:

Same goal, but with a different email copy: To interview thought leaders, personalities, bloggers, or publishers in your industry, ask them a specific question, and curate all their answers into one big article.

**Subject Line:** can I interview you for a sec, [Name]?

*can I interview you for a sec, [Name]?*

*Hi [Name],*

*I'm [Your Name] from [Your Website]. :)*

*I hope you're doing well. I'm reaching out to you to get wisdom and insight on this question:*

*[Your interview question]*

*Given that you publish good content on your personal blog, so thought of asking you this question.*

*I'll let you know once the post has been published, including all answers from other contributors. Will surely give you a link to your website. ;)*

*I'd appreciate any response from you.*

*Have a great day!*

*- [Your Name]*

## Email #5: Regular Contribution

### Objective:

To pitch to become a regular content contributor for a publishing website/blog.

### Subject Line: Writing for [Their Website]

Hey [First Name],

*I'm [Your Name], and I write at [Your Website]. I'm also a regular contributor at [Mention a popular blog in your space].*

*I'm writing to you because I have article ideas that would be a perfect fit for [Their Website]'s audience.*

*Optional: I've been following [Their Website] for quite some time now, and I have shared [Insert topic for their past article] in my social profiles, and even include a link on a piece I've written a while back [Insert link to your post that links to their article].*

*If you're open to new authors for your blog, let me know so I can send you the topics right away.*

*Looking forward to working together.*

*Cheers!*  
*[Your Name]*

## Email #6: Broken Link Building (Problem Approach)

### Objective:

Same goal but with a different email copy: To tell webmasters about their broken links in one of their webpages and suggest your content as a replacement to their broken link.

**Subject Line:** Found a problem on [Page Title] page

*Hi [Name],*

*I was checking your website when I notice that there's a broken hyperlink on your [Page Title] page. I tried to click on it and am getting an "error message", it seems that the site that you were linking to has moved.*

*I didn't know if you wanted me to point it out to you to fix or remove, so if you do, just let me know.*

*Thanks,  
[Your Name]*

## Email #7: Resource Link Building (Question Approach)

### Objective:

To suggest your content as an additional resource to a relevant links list page (a page that list down links of references).

**Subject Line:** Quick question about your [Page Title] page

*Hi [First Name],*

*I was checking out some of the resources listed on the [Page Title] page of your website, and I noticed that I knew of a couple resources that might be worth adding. Would you be interested if I sent them over? If not, I totally understand, just thought it wouldn't hurt to ask.*

*- Your Name*



## Email #8: Resource Link Building (Suggestions Approach)

### Objective:

Same goal but with a different copy: To suggest your content as an additional resource to a relevant links list page (a page that list down links of references).

**Subject Line:** Questions about your [Page Title] page

*Hi [Name],*

*Just saw your note on your [Page Title] page about new suggestions, so thought I'd check & see if you're still updating the page. If you are, I'm happy to pass along a few new resources for review. If not, can't say I didn't ask!*

*Best,  
[Your Name]*

## Email #9: Reclaiming Links Outreach

### Objective:

To get backlinks from websites that mentioned your brand in one of their webpages but didn't include links back to your website.

**Subject Line:** Thanks for mentioning [Your Brand]

*Hi [Name],*

*Hope you're doing great day.*

*I would like to drop a quick message to say thank you for mentioning [Your Brand Name] in your post – [The link where your brand is mentioned].*

*I noticed that you hadn't included details of our brand and was wondering if you would be kind to include a link pointing to our website, so your visitors would see more information about your reference.*

*Thanks again*

*Kind regards,  
[Your Name]*

## Email #10: Brand Misspellings

**Objective:**

To correct or update any misspelled link pointing to your website.

**Subject Line:** Could you edit this?

*Hello [Name],*

*It's [Your Name] from [Your Website Name].*

*We noticed that your page [Their page URL] is linking to [Your page URL] – thank you so much for the love. Unfortunately, the link is spelled incorrectly and we'd like to ask you for a favor if you could correct this – so your readers could easily find our website.*

*The proper spelling of our website is [Your Website Name]. Is it possible to update the link?*

*Thank you,  
[Your Name]*

## Email #11: Content Update Outreach

**Objective:**

To update other publishers' outdated content and get backlinks from doing so.

**Subject Line:** Opportunity to update your content in [Their Website]

*Hi [First Name],*

*I came across your post on [Topic] that you've published back in [Year] with the title, [Title of their post].*

*The content was well put together, though some of the ideas and information in it are already outdated. Just thought of asking if you have any plans of updating this content?*

*By the way, my name is [Your Name], and I work with [Your Site], where we've written dozens of practical guides about [Industry].*

*I know you have a lot on your plate, but I was just thinking that perhaps I can write the updated version for you instead.*

*Let me know if you'll be interested to collaborate on a [year version of the topic]. I would love to help in any way possible.*

*Cheers!  
[Your Name]*

## Email #12: Visual Content Offering

### Objective:

To create a visual format for other people's content and use it as a way to get a backlink to your website.

**Subject Line:** Visual Content version of [Title of their post]

*Hey [Name],*

*My name is [Your Name], and I work with [Your Website].*

*I came across your piece on [Topic]: [insert URL to their content]*

*Just wanted to ask if it's okay with you if we make visual content based on your article (we'll definitely include your logo on the graphic).*

*We're planning to use it for an upcoming guide we're creating (where we'd also link back to you). And we'll probably distribute the graphic to other publications as well.*

*We can send you the final draft over so you can check. Would love to hear your thoughts.*

*Thanks, [Name].*

*Cheers!  
[Your Name]*

## Email #13: Linkbait Strategy

### Objective:

To invite bloggers and publishers in your industry to write for your blog. As they use their content (published on your blog) as reference for their future content, you get backlinks to your website.

**Subject Line:** Hey [Name] – Write for our readers at [Your Website]

*Hi [Name],*

*I've been seeing your work in our [Mention your industry] and was able to read your post about [State the topic of their post] and learned [Share what you've learned on their article].*

*Fantastic work!*

*Anyway, I wanted to touch base to see if you'd be interested to write for [Your Website] as well. We have a continuously growing readership and we currently have [xxx number of monthly pageviews].*

*Our readers will certainly love to see you on our blog.*

*Let me know your thoughts, as we can publish your entry right away.*

*Cheers!*  
*[Your Name]*

## Email #14: Content Contribution

### Objective:

To write for other publications with your suggested topics that will resonate with their audience.

### Subject Line: Writing for [Their Website]

Hi [Name],

*My name is [Your Name] and I've been working in the [Your industry] industry for X years. I've found the posts on your blog quite valuable and would love for the opportunity to contribute with a guest post if possible. However, before starting a new blog post I wanted to run a few ideas by you to see which topic would be best for you and your readers. If you have time please review the suggested topics and let me know which one(s) would work best.*

- *[Suggested topic #1 with brief description]*
- *[Suggested topic #2 with brief description]*
- *[Suggested topic #3 with brief description]*

*I've also included a few examples of guest blog posts I've written in the past. This should help you get a better understanding of my writing style and quality.*

- *[Guest Blog Post Example #1]*
- *[Guest Blog Post Example #2]*

Thanks,  
[Your Name]

# Email #15: Steals Links From Competitors

## Objective:

To get backlinks from pages linking to your competitors by updating these pages with new content.

**Subject Line:** Updated content for [Their Website]

Hey [Name],

*I just wanted to say that I'm loving the blog. I actually came across a great post of yours today, [Topic of their post].*

*As always, great stuff!*

*I noticed that you have a link to [Link to competitor]*

*I really like this resource, some very valuable content in there. In fact, it inspired me to write an updated version called [Your topic]. You can check it out here: [Link to your article]. Might be worth adding to your article.*

*Either way, keep up the great work!*

Thanks,  
[Your Name]



## Email #16: Infographic Pre- Launch Outreach

### Objective:

To get inputs from publications where you want to distribute/publish your infographics later, as you publish it on your website

### Subject Line: Get inputs from [Name]

Hi [Name],

*I read many of your posts on [Their Website] and noticed you have a lot of knowledge and when it comes to [Topic]. In particular, your article last week about [Topic of one of their latest articles] has helped me prepare for the holiday season with [Topic of your website].*

*I work for an [Your brand] and am working with a [Partnered company] to create a [Topic of infographic] in the form of an infographic. Since you are an authority on the subject and have posted informative infographics in the past, I wanted to get your input on what types of data and information would be interesting to include.*

*So far we are thinking about including some of the following in our research:*

- *[Input or subpoint of the research you want to get inputs from the publisher]*
- *[Input or subpoint of the research you want to get inputs from the publisher]*
- *[Input or subpoint of the research you want to get inputs from the publisher]*
- *[Input or subpoint of the research you want to get inputs from the publisher]*

*If you have any input on what we could add/modify to improve the content it would be greatly appreciated.*

Thanks!  
[Your Name]

## Email #17: Infographic Promotion Outreach

**Objective:**

To promote your infographic on relevant publications.

**Subject Line:** [Name], thought you might find this interesting

*Hey [Name],*

*I was looking through your website and noticed you have a lot of great content about [Topic].*

*Just wanted to let you know about a relevant [Topic of your infographic with a clickable hyperlink to your page] which you might find interesting. It takes the [Topic of your infographic] and presents them in an easy to learn way.*

*We've already received a lot of positive feedback and thought you and your readers might enjoy it as well. If you think it's a good fit you're more than welcome to share it and/or include it on your site.*

*Thanks!  
[Your Name]*

# Email #18: Infographic Promotion (Data Approach)

## Objective:

To promote your infographic on relevant publications with the value proposition of your findings/points on your infographic.

**Subject Line:** [Findings of your infographic - e.g. how much do Americans really spend on a divorce]

*Hi [Name],*

*Your post on [Topic] was a real eye-opener. [Sentence about it]*

*We created a related infographic called [Topic of infographic with a clickable hyperlink to your infographic] which your readers might enjoy as well (we'll let you be the judge of course). It dives into the [Points you mentioned/covered on your infographic].*

*Some of the findings include:*

- *[Finding or data point on your infographic]*
- *[Finding or data point on your infographic]*
- *[Finding or data point on your infographic]*

*Is this something you and/or your readers might find interesting? I'd appreciate your feedback and be happy to answer any additional questions you might have.*

*Thanks!  
[Your Name]*

# Email #19: Infographic Post Launch Link Reclamation

## Objective:

To get backlinks from websites who published your infographic but didn't credit you with a link as the original source.

**Subject Line:** Thanks for publishing our infographic (plus a quick question)

*Hi [Name],*

*My name is [Your Name] and I work with [Your Company Name], a [Service/industry] company. I wanted to thank you for embedding the infographic we created about [Infographic topic] on your website. It took many hours of research and design but I'm glad that you found it valuable for your readers.*

*I am contacting you because I couldn't find any credit to [Your Company Name] on the infographic page (Link to violating page). Our preferred method of credit for the image is through a link to our website. We would like to kindly request that a link is added somewhere on the page pointing to either the original post (Link to original post) or the homepage (Link to your company homepage).*

*Thank you for your cooperation.*

*[Your Name]*

## Email #20: Discount Code Outreach

### Objective:

To give discount codes to relevant website owners or bloggers and get backlinks in return to your product or product discount page.

**Subject Line:** Potential Partnership, [Discount percentage] Discount from [Brand]

*Hi [Name],*

*I'm [Your Name] with [Your Website], an online shop with [Your product/service] that are hard to find. I wanted to reach out to you personally since I thought your website would be a good fit for a potential partnership. Essentially we would provide you and your readers a customized code good for [Discount percentage] off all of our [Your product/service].*

*We would be more than happy to create your customized coupon code if you feel our website is a good fit as well, just let us know if you're interested. Would you be able to create a short post or mention somewhere else on the site that the discount is available to your readers?*

*Feel free to contact me with any questions, thanks!*

*[Your Name]*

## Email #21: Content Promotion Outreach

**Objective:**

To promote your content on a relevant publisher or blog.

**Subject Line:** [Title of your content]

Hi [Name],

*I've seen a lot of posts of people trying [Topic of your content - tell more about it]. I work with an [What do you sell] shop and we recently created an in-depth guide for [Topic of your content]. I wanted to reach out to you directly to see if this would be a good fit for your [Resource page/links page/blog post]. You can see the guide here: [Link of your content].*

*Let me know your thoughts, thanks!*

*[Your Name]*

## Email #22: Collaborative Article Outreach

### Objective:

To collaborate with experts/influencers/thought-leaders in your industry for a comprehensive content, by asking their inputs about the subject.

**Subject Line:** Collaboration with you, [Name]

Hi [Name],

*My name is [Your Name] and I work with [Your Brand], a leading [Tell more about your brand]. We are reaching out to some of the best [Type of professionals] we can find to potentially help us with a collaborative article on [Topic]. Essentially we are asking top notch [Type of professionals], such as yourself, the following question:*

*[One question you want them to answer]*

*We would be thrilled to have you contribute to the article. We will be aggregating all the responses into one article which should make for a helpful guide for any beginner. As a thank you for contributing your answer, we will feature your name and blog next to your contribution with a link to your website. Our website gets nearly [number of pageviews] pageviews a month so hopefully this will help bring you additional readers.*

*If you're interested in contributing then feel free to respond with your answer to the question above. We'll keep you updated and will let you know as soon as it's published.*

*Don't hesitate to reach out with any questions. Thanks!*

*[Your Name]*

# Email #23: Collaborative Article Outreach Follow Up

## Objective:

To follow up with people you want to collaborate with (experts/influencers/thought-leaders in your industry for a comprehensive content, by asking their inputs about the subject).

**Subject Line:** In case you missed my last email, [Name]

*Hi [Name],*

*Hope you're having a great week! I just wanted to follow up and see if you would be interested in contributing to the collaborative [Topic of content] article we're working on.*

*We'll be featuring the name and blog for all those who contribute as well as a link to their blog. We would love to have you share some of your expertise and contribute a response if at all possible.*

*Feel free to reach out with any questions. Thanks!*

*[Your Name]*



## Email #24: Top X Blogs Badge Outreach

**Objective:**

To let people know you've mentioned them on your top X blogs.

**Subject Line:** You made our list of the [Top X Niche Blogs]! Hey [Name]!

*Hi [Name],*

*I'm [Your Name] with [Your Brand], an online shop for [Your product/service]. We just published our (Top X Niche blogs) where we highlight the most helpful and inspiring [Niche] blogs across the web. We spent a lot of time scouring the web for the [Niche] blogs and I wanted to reach out to let you know that you made our list! You can view the blog post here: [Link of your article]*

*We found [Website Name] to be a great [Niche] resource and wanted to thank you for sharing your expertise. We included a link to your website which should hopefully help send some extra visitors over your way. Also, here is the embeddable badge exclusive to you and the other sites selected which you're welcome to use. Feel free to use the link or download the attachment to view/embed it.*

*Thanks again and keep the great content coming!*

*[Your Name]*

## Email #25: Product Review Outreach (For Blogs Listed on a Top X Blogs article)

### Objective:

To provide free products/offerings in exchange for a product review to people you've mentioned on your "top x blogs" article.

**Subject Line:** [none, reply to your first email thread]

Hey [Name]!

*Just wanted to let you know that we're currently looking for a select group of bloggers who would be interested in doing a product review with us. We already identified your blog as being a great resource with quality articles and wanted to reach out and see if you're interested. Basically we would send you one of our featured [State your product] products for free and just ask for a 100% honest review of the look, feel, quality, etc. Let me know if you're interested and I would be more than happy to send you one of our [Name of your product], just let me know where to send it.*

*Looking forward to hearing from you, thanks!*

[Your Name]

## Email #26: Giveaway Pre Launch (For those included in the Top Niche Blogs)

### Objective:

To give free giveaways to people you've included in your top X blogs article.

**Subject Line:** [none, just send as reply to your first email thread]

Hey [Name],

*Quick question, we're going to be launching a giveaway on [Your Website] soon and would love to get your input. I know you're very knowledgeable within the [Your Niche] industry and we definitely value your opinion. If you have a second, it would be great to hear your thoughts on which type of prize you think would be best for the giveaway.*

- *[Tell more details about your giveaway]*

*Since it seems that the majority of [Your Niche] blog readers are women, we're trying to decide if it would be best to have a prize that includes [More details are about your giveaway]*

*Based on what you know about the industry as well as your own readers on [Their Website Name], which type of prize do you think would have more interest.*

Thanks!

[Your Name]

## Email #27: Follow up Outreach

### Objective:

To follow up publishers, bloggers, or any recipients of your email outreach campaigns, with options for you to know if they're interested in your email pitch.

**Subject Line:** [none, just send as reply to your first email]

*Hi [Name],*

*I haven't heard back from you, and that tells me one of three things:*

- 1) You're not interested at this time, but we can work out something in the future.*
- 2) You're still interested, but haven't had the time to get back to me yet.*
- 3) You saw our content but you think it's not fit to add to your page.*

*Please let me know which one it is, because I'm starting to worry. If you have other reasons, please let me know so I can stop bothering you.*

*Thanks and looking forward to hearing from you.*

*[Your Name]*

## Email #28: Phone-based Outreach

### Objective:

To get on a phone with someone you're reaching out, if in case, he or she didn't respond to your email pitch. Below are two scripts you can either use for your phone conversation.

### First script:

Hi. My name is [Your Name] and I just have a quick question for you. [OK] I apologize I'm not sure who I'm supposed to be asking, but do you know who would review articles for the [Website Name]?

[Oh that's [Name]. Let me give you there extension.]

Thanks so much. What's your name? [Name]

Thanks, [Name].

I really appreciate the help.

## Second script:

*Hi, [Name]. I'm [Your Name] and I just have a quick question for you. [Name] suggested I talk to you about this. [Ok.] I work for an organization and we have some great articles about the importance of [Topic].*

*I saw on your website that you have a lot of stories about this and I thought you would be interested in reviewing them to see if it would be useful for your [Type of organization]?*

*[Oh that sounds nice. Are they free?]*

*Yup, they are absolutely free. I just wanted to make sure I talked to you before I sent them along.*

*[Oh great. I'd love to see them. Do you need my email?]*

*Oh, that'd be great. What is it?*

*[Your email address] Ok, I will send them over for you to review.*

*Feel free to let me know what you think. [Will do. Have a great day and thank you.]*

*You too, [Name].*

*Bye.*

## Email #29: Press Requests

### Objective:

To get featured on news websites for your brand.

**Subject Line:** ResponseSource: [Insert the subject that the reporter has asked you to comment on]

*Hi [Name],*

*My name is [Your Name], [Your job title and company].*

*I saw your request for input into your recent article via [Service name (i.e. HARO)] and thought I'd be able to help you out.*

*Here are my answers to your questions:*

- *One or two sentences (max) with a comment related directly to the reporter's question.*
- *One or two sentences (max) with a comment related directly to the reporter's question.*
- *One or two sentences (max) with a comment related directly to the reporter's question.*
- *One or two sentences (max) with a comment related directly to the reporter's question.*

*If you need anything else then just let me know via email or by phoning me (details below).*

*[Your name, company and job title]*

*[Your Twitter/LinkedIn URL]*

*[Contact phone number/email address]*

*###*

## Email #30: Tool List Post Outreach

### Objective:

To get featured in top or list tools article on other websites.

**Subject Line:** New tool for your [Title of article]

Hey [Name],

[Your Name] here, from [Your Company].

I'm reaching out to see if you'd be willing to mention our [Product/Feature Type] in your tools list here: [Insert Article URL]?

A worthy mention [Your Company] is [Insert Brief Description] [Insert Credibility Data]. (Eg: BRAND is the #1 rated sales proposal software for small businesses on G2, and is used by XXXX users, including [Notable Brand #1] and [Notable Brand #2].

What's in it for you?

- [State what's in it for them - show them what they can get from you by letting them feature your product/offering]

I can send across a feature image and product description to fit in with the current style of your article.

Let me know if there is anything else we could do to make this a win-win.

Thanks for your time,  
[Your Name]  
[Your Title]  
[Your Company URL]



## Email #31: Deep Broken Link Building

### Objective:

To get backlinks from pages linking to a dead page -- which you have created a version of yours and publish on your website.

**Subject Line:** New content suggestion for [Title of page]

*Hi [Name],*

*It's [Your Name] here. How are things?*

*I'm reaching out because I just spotted a dead link on [Their Page Title]. It's [Tell them where the dead link is located] on the list—basically, it just takes me to a 404 page ☐*

*Just thought I'd give you a quick heads-up as you may want to fix it?*

*PS. If you're not sure what to replace the link with, I have a huge list of [Topic of your content] (which covers most of the stuff the broken resource used to cover, and more) here: [Link to your page].*

*Cheers,  
[Your Name]*

## Email #32: Get Featured in Round-up Posts #2

**Objective:**

Same approach but with a different email copy: To get backlinks to your website by being featured in round-up posts available in your industry.

**Subject Line:** Content for [Link Roundup Title]

*Hi [Name],*

*I saw that you're doing a [Frequency] round-up post on [Their Blog Name].*

*Would you mind seeing my recent post about [Topic]? It's a good fit to your weekly post as it tackles [Tell more about your content].*

*If you want to see the post, here's the link: [Link of your page]*

*Please let me know your thoughts about the post, [Name]*

*Kindest regards,  
[Your Name]*

## Email #33: Promotion Or Your Calculator

**Objective:**

To promote your calculator - a content type if you publish this one.

**Subject Line:** New resource for [Their Website Name]

Hey [Name],

It's [Your Name] here. How are things?

*I'm reaching out because I recently created a free [What type of calculator] calculator. Here's a link: [Link to your calculator page] and I was hoping you might add it to your list of [Title of their resource/list/article page]?*

*I think it would be super-useful for your visitors, as it's a useful resource for anyone interested in [Topic of your calculator].*

Let me know what you think!

Cheers,  
[Your Name]

## Email #34: Convert Homepage Links to Deep Content Links

### Objective:

To update your homepage links into links pointing to more specific pages (product/information/category page).

**Subject Line:** Quick question for your [Name]

Hey [Name],

It's [Your Name] here from [Their Website].

*I was just looking through my backlinks and noticed you mentioned me in this post:*

*[Link of the page where you got the link]*

*However, I noticed that although you mention a particular blog post of mine [Topic of the page that mentioned your website], you actually linked to my homepage rather than the blog post itself.*

*Any chance it would be possible swap the link out for a link directly to the blog post instead?*

*No worries if not, I just think it'd make more sense in the overall context of the post (as people may be interested to read that post).*

*Either way, have a great week!*

Thanks,  
[Your Name]

## Email #35: Convert Homepage Links to Deep Content Links (Short Approach)

### Objective:

A different copy: To update your homepage links into links pointing to more specific pages (product/information/category page).

**Subject Line:** Quick question for your [Name]

*Hey [Name],*

*Thanks so much for covering our recent article. [Custom response to coverage]*

*Anyway, I'm reaching out today with a small request – is it possible to link to our homepage, [Your Website] where you mention [What they mentioned about you] on the post? I think it would add additional value/context to your readers, and of course, would be much appreciated as well.*

*Thanks so much for considering and if nothing else, consider this email a thanks!*

*Cheers,  
[Your Name]*

## Email #36: Creating Video Content

### Objective:

To create a video version of other publishers' content and ask them to include it on their article (with a backlink back to your website).

**Subject Line:** New video for [Title of post]

Hey [Name],

It's [Your Name] here. How are things?

I'm reaching out as I was reading your [Topic of their article] (great guide, btw), but noticed that you didn't include a video of the process ☐

Like many people, I'm a visual learner so I have to admit, I did struggle to follow your guide. I did crack it eventually, though! ☐

So, I decided to create a video version of your post. Here's a link: [Insert link to your video]

I'm 100% happy for you to add it to your post (if you would like?). I think it would make a really nice addition and help out folks like myself who are visual learners.

PS. Not asking for anything in return; just wanted to help ☐

Cheers,  
[Your Name]

## Email #37: Reclaim Links From Stolen Images

### Objective:

To reclaim links from websites who publish your images but didn't credit you as the original source.

**Subject Line:** Quick question about our image [Title of your image]

*Hey [Name],*

*It's [Your Name] here from [Your Website].*

*I'm reaching out because I noticed you used one of my images in this post: [Link where your image has been stolen].*

*Unfortunately, however, you didn't give me credit for the image.*

*I'd really appreciate it if you were able to add a source link below the image; could you do this?*

*Thanks,  
[Your Name]*

## Email #38: Reclaim Links From Stolen Images (Second Email Copy)

### Objective:

Same approach but with a different email copy: To reclaim links from websites who publish your images but didn't credit you as the original source.

**Subject Line:** Thanks for mentioning [Your Website]

*Hi [Name],*

*Hope you're doing great day.*

*I would like to drop a quick message to say thank you for mentioning [Your Website] in your post – [Link to their article where your image has stolen].*

*I noticed that you hadn't included details of our brand and was wondering if you would be kind to include a link pointing to our website, so your visitors would see more information about your reference.*

*Thanks again*

*Kind regards,  
[Your Name]*



## Email #39: Regaining Lost Links (Link Reclamation)

### Objective:

To regain backlinks from pages that removed links to your website -- regaining it.

**Subject Line:** Quick question for you [Your Name]

*Hey [Name],*

*Hope all is well.*

*You have an article [Title of their article] that was linking to my post about [Topic of their article].*

*I was recently running an audit on our site and noticed you removed the link.*

*Now, it's your website and you're free to do what you choose, but is there any chance you could add it back in?*

*I'm more than happy to share your post and expose it to a few thousand new people in exchange for your efforts.*

*Thanks for your time!*

*[Your Name]*

## Email #40: Get Backlinks From Non-competing Websites

### Objective:

To get backlinks from websites not competing with your brand, but are still relevant to your website.

**Subject Line:** From one [Your profession] to another

*Hey [Name],*

*My name is [Your Name], and I'm an [Your Position] based here in [Your Location].*

*I came across your blog and really like what you're publishing. As a means to help each other grow our practices and brands, would you be up to do a post exchange (I write for your blog, you write for mine)?*

*If you don't have time to write a post, I'd still love the opportunity to contribute to yours.*

*Here's a recent example of an article I wrote:*

- *[Sample Article]*

*I could also write something more conversational in tone.*

*Let me know your thoughts. Have a great day!*

*[Your Name]*

## Email #41: Alert Press From Real Authority News Websites

### Objective:

To get press coverage for your story, product or brand from real authority publications or news websites.

**Subject Line:** [Topic of story] story for you [Name]

*Hey [Name],*

*I've been reading your publication on [Their website] for quite some time. If interested, I have a tip about a local business that fits right in with your column!*

*[Your Name]*

## Email #42: Collaboration For An Article (including a quote from the expert)

### Objective:

To get a quote statement from an industry expert and include it as part of your content.

**Subject Line:** Quick question for you, [Name]

Hi [Name],

I saw your [State here where did you find his blog].

We are writing an article with a title, [Topic of the article] to be published on [Their Website].

I wanted to know if you have any insights on [topic], here are a few guiding questions:

- [Question 1]
- [Question 2]
- [Question 3]

Best,  
[Your Name]

## Email #43: Collaboration For An Article (including a quote from the expert - second approach)

### Objective:

Same approach but with a different email copy: To get a quote statement from an industry expert and include it as part of your content.

**Subject Line:** “how-to” interview content on [Topic] for you, [Name]

*Hi [Name],*

*I'm [Your Name], a content manager and [Topic] enthusiast. I know you're really busy right now, but I'm wondering if you'll be interested in a new content piece for your blog, [Their Website].*

*I'll be interviewing one [Industry] expert coming from [Their Website] by [Name], get his or her answers and compile into a “how-to” interview content that'll best suit your audience.*

*Let me know if you're interested.*

*Hope you're having a great week!*

*Thanks  
[Your Name]*

## Email #44: Reply to HARO request

### Objective:

To send inputs or answers to question or story of a Help A Reporter Out (newssource) request.

**Subject Line:** Input for [topic] HARO request, [Name]

*Hi [Name],*

*My name is [Your Name], [Your short bio]. Here is \_\_\_\_\_:*

*1-2 sentences.*

*1-2 sentences.*

*1-2 sentences.*

*I'd love to talk more and help you with your article. Just drop me a line at [Your email] or [Your mobile number].*

*[Your Name]*

## Email #45: Employee Discounts

### Objective:

To give discount codes to employees of universities, and getting backlinks from their employee discount pages.

**Subject Line:** Employee Discount for [University Name] Employees

Hey [Name],

*I noticed that you have a list of businesses offering employee discounts:*

*[Link to employee discount page]*

*I just want to let you know that we are offering a [Discount%] on all our [Category] products exclusively for [University Name] employees.*

*They can also use this promo code [Insert promo code] when they purchase on our online store.*

*Let me know if there's any other information you would need from us.*

*Thanks, [Name].  
[Your Name]*

## Email #46: Podcast Guesting outreach

### Objective:

To get interview opportunities on podcasts in your industry.

**Subject Line:** New content for [Podcast Name]

Hey [Name],

*I love the new [Tell something about the podcast - listen to a few episodes to have something to say here]. I was recently listening to [Podcast Host Name] on his [Topic] and noticed he gave me a shout out.*

*Thanks! Would you be interested in featuring me in an upcoming podcast?*

*Here are some topic ideas:*

*[State a topic of your choice - should be your expertise or about your story]*

*[State a topic of your choice - should be your expertise or about your story]*

*[State a topic of your choice - should be your expertise or about your story]*

*I'd be happy to send additional topics. I would really love an opportunity to work together.*

*Please email me back if you're interested in collaborating.*

*Thanks, [Name]!*

*Warmly,  
[Your Name]*



## Email #47: Scholarship Outreach

### Objective:

To get backlinks from scholarship pages of universities by sharing them the scholarship program of your brand.

**Subject Line:** Scholarship for [University Name] students

*Hello [Name],*

*I noticed that you provide a list of private scholarship for students.*

*I'm sending you a message to let you know that my company offers one (1) [Amount] scholarship to [University Name] students that major in [Industry] courses.*

*Please feel free to contact me with any questions you may have so that I can send more information about our scholarship.*

*If it's not you who directly manages scholarships, can you forward me to the right person, please? I'd greatly appreciate that.*

*Regards,  
[Your Name]*

## Email #48: Twitter Outreach

**Objective:**

To promote your content to people you've been following on Twitter.

**Subject Line:** New content for [Their Website]

*Hey [Name],*

*I saw your profile on Twitter while doing my research, and also saw that you are part of this Twitter list [Link to Twitter list].*

*Just thought that you might find my post about [Describe what your content is all about] really useful. [Link to your content]*

*Have a great weekend!*

*All the best,  
[Your Name]*

## Email #49: Where To Buy Pages For eCommerce Websites

### Objective:

To get backlinks to your online store from where to buy pages of your partners (retailers/suppliers/manufacturers).

**Subject Line:** New partner for [Title of Where to Buy Page]

*Hi [Name],*

*I'm [Your Name] from [Your eCommerce brand], an online shopping site on [Niche]. We started selling [Your Brand Name] on our website since [Date].*

*I saw your "where to buy page" [Insert link to your where to buy page] and wondering if we can also be listed as one of the resellers.*

*Looking forward to hearing from you.*

*Thanks!  
[Your Name]*

## Email #50: Change Destination Pages Of Your Backlinks

### Objective:

To change destination pages of your backlinks (from old/dead pages to new destination pages).

**Subject Line:** Broken link on [Website Name]

*Hi [Name],*

*Hope you're doing well.*

*It's [Your Name] from [Your Brand Name]. I noticed that you were linking to one of our old page, which has now been moved.*

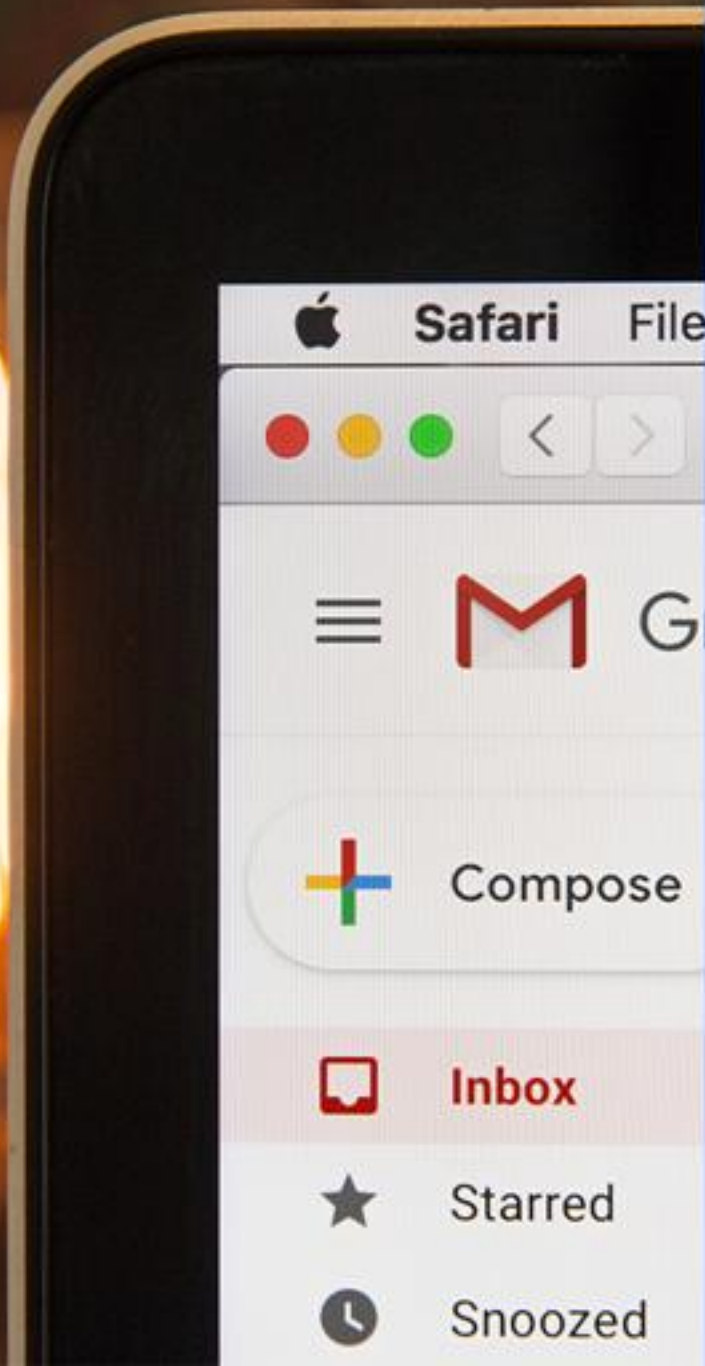
*The link is on this page [Link to their page] and is pointing to [Your old URL] using the phrase [Anchor text in linking to your page].*

*I'm wondering if you could possibly update the link to [Your new URL].*

*Your readers would benefit from this as they can now see the information they are actually looking for.*

*Thanks for your time.*

*Best regards,  
[Your Name]*



# 4 Bonus Email Outreach Templates

## Email #51: Offer high-quality images

### Objective:

To promote your custom images exclusive to publishers, and get backlinks in return once they credit you as the original source.

**Subject Line:** Custom images for [Website Name]

*Hi [Name],*

*I was looking through your website and noticed that you have a lot of great content about [Topic]. Just wanted to let you know that I can offer you high-quality images that you can use for your existing and new blog posts. These are all FREE and EXCLUSIVE for your blog.*

*Let me know if you're interested and I'll send the images right away.*

*Thank you,  
[Your Name]*

## Email #52: eCommerce Competitor Linking

**Objective:**

To get backlinks from pages linking to your eCommerce competitors

**Subject Line:** Useful resource for [Page Title]

*Hi [Name].*

*I came across your [Page Title] page and I noticed that you recently included [Your Competitor's Brand Name] in your list.*

*We are also a manufacturer of [Niche] products for local audiences in the [Location]. I wanted to reach out to you directly to see if this would be a good fit for your [Page Title]. You can see our recent products here: [Link to your products page]*

*Thanks,  
[Your Name]*

## Email #53: Fix Misspellings Of Your Brand/Product

### Objective:

To fix misspellings of used anchor texts/brand names on pages linking to your website.

**Subject Line:** Could you edit this?

*Hello [Name],*

*It's [Your Name] from [Website Name].*

*We noticed that your page [Link to their page] is linking to [Link to your website] – thank you so much for the love. Unfortunately, the link is spelled incorrectly and we'd like to ask you for a favor if you could correct this – so your readers could easily find our website.*

*The proper spelling of our website is [Correct spelling of your website name].*

*Is it possible to update the link?*

*Thank you,  
[Your Name]*



## Email #54: Testimonial Outreach

### Objective:

To provide testimonials to brands with products you're selling, and get backlinks from testimonial pages.

**Subject Line:** Quick question for you, [Name]

*Hi [Name],*

*I'm [Your Name] a [State how are you selling the product]. I stumbled upon your product and [Say something about the product].*

*I'm wondering if you would be interested for an additional testimonial for your testimonials page.*

*Please let me know and I'm willing to add one.*

*Best regards,  
[Your Name]*



**Need help?**

**We provide performance-based link building services to SEO agencies, eCommerce and enterprises.**

**Schedule a call now or send an inquiry to [venchito@sharprocket.com.ph](mailto:venchito@sharprocket.com.ph)**

