

Guest Blogging Proposal Templates

The first template is a proposal for a content swap. Use this template if you want to trade content with the blogger.

Subject line: Hi [name], it's [your name]

Note: You can use some variation of the above subject line if the blogger knows you or is at least likely to recognize your name. Otherwise, use some variation of the subject line below..

Alternative subject line 1: Will you be my guest blogger?

Alternative subject line 2: Increase your traffic with this content swap..

Alternative subject line 3: I'd like to feature your article on my blog..

Dear [first name],

Targeted traffic. High-PR backlinks. Exposure. And fresh content for your readers.

These are the benefits I can offer you, for free.

And all you have to do to start enjoying these benefits is to agree to a content swap:

You be a guest blogger on my blog, and I'll do the same for you.

You can find my blog at [link]. As you can see, it has a Google PR of [number] and plenty of traffic, so your guest post would get plenty of targeted eyeballs on it, and your byline would get plenty of clicks.

In return, I'll provide a unique article that you can post on your blog. You'll get fresh content without lifting a finger. Your readers will enjoy the change of pace.

Please hit reply right now to let me know what topic you'd like to blog about. I look forward to hearing from you!

[Your name]

P.S. I see you post articles on EzineArticles.com - this is just one more way to put content marketing to work for you. Please do

email me today so that I can get your content up as soon as possible. Thanks!

The next template is a simple guest blogging proposal:

Subject Line: I have an idea for [name of prospective partner's blog]...

Hi [Name],

My name is [your name], and I run the [name of blog] blog over at [link]. The reason I'm writing today is to offer you something your readers have been asking about. Let me explain...

I've been visiting your blog for awhile now, and I've seen many comments from your readers about [some specific topic]. In fact, just last week your readers were looking for [tips, tricks, information, etc related to some specific topic].

Point is, there's a demand for [topic] content. And what I'd like to do is offer you an article on this exact topic that you can publish on your blog for free.

I know your readers expect well-researched and well-written content, and you wouldn't put anything less on your blog. That's why I think you'll really like this article. But don't take my word for it. See it for yourself right here: [link to the article].

You know your readers want this, and I'm offering this to you completely free of charge. All I ask is that you leave my byline intact so your readers can learn a little bit more about me.

If the idea of giving your readers what they want without having to actually write the content yourself sounds good, then all you have to do is copy and paste the article into your blog. I created this article exclusively for you, so you won't find it anywhere else online.

If you have any questions, please contact me at [your email address].

Thanks so much for your time!

[sign off]

P.S. I almost forgot - would you like to get free, targeted traffic? Then you feel free to send me an article to post on my blog. I have [number] of weekly visitors, so you're sure to get plenty of click-throughs and traffic.

I look forward to hearing from you!