# **7 Customizable Outreach Email Templates**

These plug-and-play templates are designed for link building, content promotion, and partnership outreach. They’re short, smart, and built to sound human—not like they were churned out by ChatGPT on a caffeine bender (ironically).

## **1. Link Building: Resource Suggestion**

**Subject:** Quick suggestion for your [topic] page

**Email:** Hi [Name],

I came across your article on [Page Topic] and loved how you broke down [Specific Detail]. It’s one of the better guides I’ve seen on the topic.

We recently published a guide on [Your Resource Topic] that could complement your piece nicely. Thought it might be a helpful addition for your readers.

Here’s the link if you’d like to check it out: [URL]

Appreciate your time!

Best, [Your Name]

## **2. Link Building: Broken Link Replacement**

**Subject:** Broken link fix suggestion for [Page Title]

**Email:** Hi [Name],

I was reading your post on [Page Topic] and spotted a broken link pointing to [Broken Link Topic].

We actually created an updated version of that resource over at [Your URL] and thought it might be a helpful replacement.

Figured I’d flag it in case it’s useful!

Cheers, [Your Name]

## **3. Content Promotion: Timely + Topical**

**Subject:** Thought this might complement your recent [topic] post

**Email:** Hi [Name],

Really enjoyed your recent post on [Their Post Topic] – especially the part about [Specific Insight].

We just published a piece that builds on that conversation, with some new data on [Your Content Topic].

Might be something your audience would find useful: [Your URL]

Would love your thoughts if you get a moment.

Thanks, [Your Name]

## **4. Content Promotion: Follow-Up from a Social Interaction**

**Subject:** Following up from [Social Platform/Post]

**Email:** Hi [Name],

Saw your comment on [Platform/Post] and loved your take on [Topic].

We recently published something on [Your Topic] that might be up your alley: [URL]

No pressure at all—just wanted to pass it along in case it sparks any ideas or conversations.

Best, [Your Name]

## **5. Guest Post Pitch**

**Subject:** Guest post idea for [Their Site Name]

**Email:** Hi [Name],

Big fan of your work on [Topic], especially your piece on [Specific Post Title].

I’d love to contribute a guest post on [Your Topic Idea] that would fit well with your content. Here are a couple of articles I’ve written for context:

* [Sample Article 1]
* [Sample Article 2]

Let me know what you think, and I’d be happy to flesh out the idea.

Thanks, [Your Name]

## **6. Partnership Inquiry: Soft Pitch**

**Subject:** Quick collab idea?

**Email:** Hi [Name],

I’ve been following [Their Company or Project] for a while—love what you’re doing in [Industry/Niche].

I think there might be a fun opportunity to collaborate, especially since we both focus on [Shared Audience/Topic].

Would you be open to a quick brainstorm session?

Cheers, [Your Name]

## **7. Partnership Inquiry: Value-First Offer**

**Subject:** Idea that might benefit both our audiences

**Email:** Hi [Name],

Hope you’re doing well! I noticed we share a similar audience in [Niche/Industry], and I had a thought:

What if we co-created a piece of content (like a guide, webinar, or interview) that combines our perspectives and helps both our communities?

Could be a solid value-add and a chance to grow both our reach.

Open to chatting?

Best, [Your Name]