

Successful Cold Pitch Email Ideas to Get Online Writing Jobs

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What is cold pitching?

Finding and approaching potential new clients for online writing work is a large part of the job for freelancers. It is essential to carve out time to keep possible new work lined up, even if you are in the middle of several pressing deadlines.

It is common to respond to ads on job boards, and some blogs and sites have a “write for us” page where your cold email application is likely to be considered.

However, you may find you want to branch out and find more lucrative work by approaching companies and clients directly, in order to build up a relationship and offer them writing services.

Once you have found clients you would be interested in working for, you can send them a “cold” email pitch which is the first contact you make with a person you have never communicated with.

It is crucial to get this right so that you can build connections. As easy as it may sound, there is a lot of scope for missteps in this form of pitching. Your first impression counts, so here are some handy tips to help your first cold email lead to sought-after writing work.

Elements of a cold pitch email

Your pitch email should contain the following elements which can be used to structure your writing:

- Start with a personalised greeting.
- Explain why you are emailing them specifically and why they would benefit from a relationship with you.
- Write a bit about their company and show that you have researched them. If possible mention anything that connects you to the company or client.
- Outline a pain point for their company and then a solution you can provide.
- Describe any experience and known clients you have worked for. Show that you are a serious professional with credentials.
- Provide a link to your portfolio or publications of your work.
- Tell them when you are available to discuss your offer.
- Add a thank you and a word or two of your appreciation, and sign off.

All of these elements need to be polite and succinct, and must fit into a few short paragraphs. Your email is a chance to show how expertly you can write. While this may look like a lot of content for a short email, try to find clever ways to keep it light and concise using short sentences and easy-to-understand vocabulary.

Writing the pitch

As you are approaching a new contact for the first time, spend some time working to get the balance of the tone of your email right. Formulaic emails that are impersonal and robotic are not appealing or reassuring for anyone to read. On the other hand, being too over-friendly and wordy can put people off getting past the first sentence.

Here are some suggestions to keep in mind as you create your email:

Personalise your pitch

Be sure to show that you have taken time to think and learn about their company and how you can help them.

Make it about them, not about you

It is very offputting and demanding to read about someone else's needs when they should be offering you a service! Check that you are considering the client's position and writing about what they need, not simply describing your needs. Your client and their business should take centre stage.

Make it light-hearted and even humorous

A funny, quirky line that lightens the tone is likely to lead to a feeling of positivity and connection. Keep the email positive about what they can gain from your work.

Keep it short

Businesspeople don't have the time or inclination to trawl through long emails. Snappy and readable text is key. If they can see immediately that it won't require too much of their time to engage with your email they are more likely to read it.

Make it conversational

Think about how you would speak with this potential client if you were having your first conversation. This can help you to strike a balance between overly formal, impersonal language and coming across as too casual.

Don't be too pushy

The opposite of being pushy is more likely to get you results. You can say that it is up to them to take up your services, or that if they are too busy then it is ok.

Say thank you

Show that you are grateful for their time and appreciate them reading your email. Everyone likes to feel valued for their time. Not only does it make people more willing to offer help, but it can lead to a better working relationship.

Edit and proofread

Lastly, make sure you edit and proofread your email before sending it. You want to show how polished and professional your work is, after all.

Top 3 pitch email templates

While you want to personalise each email, it can be useful to use a template as a starting point.

Here are our top 3 templates that may help you in drafting your cold emails to different clients.

1. Applying to writing blogs and sites

Dear [Writing job board],

I hope you are well! My name is [Your name], and I am a freelance writer and blogger specialising in finance-related topics.

Following your call-out for writers, I am reaching out to offer you well-researched, informative and SEO-friendly articles. I see that you have some excellent content on your website and I am certain I can provide you with articles of a suitable standard.

Here are some examples of my recent work:

Website 1

Website 2

Website 3 (through a content marketing firm)

You can assign me topics/titles/keywords or I would be happy to pitch some ideas to you.

I would be happy to discuss this further if you are interested. Thank you for your time and consideration, and I hope you have a great week!

Kind regards,

[Your Name]

2. Applying to digital marketing companies and agencies

Dear [Contact at company/agency],

I hope you are well! My name is [Your name], and I am a freelance writer and blogger specialising in finance-related topics.

Looking at your recent content on [Client's Website] I was reminded of my latest blog post [link] where I explored the subject of digital marketing and its influence on social media. Perhaps you may like to link to my article as I see it would support your work.

I can also provide you with well-researched, informative and SEO-friendly articles to support your traffic-boosting mission!

Here are some of the blogs in your niche I have written for:

Website 1

Website 2

Website 3 (through a content marketing firm)

I charge just \$40 for a 1,000-2,000-word article or blog post. You can assign me topics/titles/keywords or I can provide these to you.

I would be happy to discuss this further if you are interested. Thank you for your time and consideration, and I hope you have a great week!

Kind regards,

[Your Name]

3. Applying to websites and business owners in specific niches (eg. HVAC companies)

Dear [Website/business owner],

I hope you are well! My name is [Your name], and I am a freelance writer and blogger specialising in finance-related topics.

I have noticed that your website [website] could benefit from more organic search traffic being consistently driven to it while your existing readers stay on board. To help you with this I am reaching out to offer you well-researched, informative and SEO-friendly articles - an easy way to get customers to your products!

Here are some of the blogs in your niche I have written for:

Website 1

Website 2

Website 3 (through a content marketing firm)

I charge just \$40 for a 1,000-2,000-word article or blog post. You can assign me topics/titles/keywords or I can provide these to you.

I would be happy to discuss this further if you are interested. Thank you for your time and consideration, and I hope you have a great week!

Kind regards,

[Your Name]

Follow-up emails

Once your email has appeared in their inbox, it is necessary to also keep the lines of communication open. If you do not hear back within the next 2 days, then send a follow-up email. There are several reasons for sending this: They may not have read your first email properly or forgotten to respond, or it might not be the best time for them to take up your offer. It shows you are serious and keeps you in mind to them.

In your follow-up email you will want to consider the following:

- Remind the client of your last email and what you were offering them
- Keep it shorter than your first email and don't add too much more additional information
- Add a call to action to close - perhaps adjust this slightly from the first one

Sample follow-up email

Hi [Client],

I hope you're having a nice week. I hope you had a chance to look at the links I sent last week?

It would be great to chat about how my content input could help you [achieve something/drive traffic to your website X].

Do you have time this week for a call?

Thanks,

[Your Name]

If you do not receive a response to your follow-up email, you can try sending 1 or 2 more follow-ups over the next few days with a similar intent but slight adjustments to the text. Be careful to not bombard clients with too many emails and if there is still no response then try waiting a few months.

Responding to an offer

When a client does show interest in your pitch and offers you a writing job, then keep a note of how you created that first pitch. You could even highlight all the aspects of that email that you think may have contributed to its success.

Importantly you must say thank you to the client in a prompt and professional way. As with following up, it is important to remain polite and open so they know that you are committed and an excellent professional writer to work with.

Be sure to send this follow-up thank you email as soon as possible to let them know you are both ready to accept their offer and communicative.

The thank you email can be short and simple and using a template is fine in this case. It also makes it easier to send back to a client quickly.

Sample response email

Dear [Client's name],

Thank you for your response, I am delighted that you are interested in my services.

I look forward to seeing what I can bring to your website [website]!

Here are a few details I would like to outline for you, so that you have all the information upfront for an easy process.

- As soon as I have a brief and deadline I can send you a contract. Once I receive a signed copy of this I can begin the work for you.
- With each project there is a deposit to be made upfront. This will be [Your deposit fee].
- The total fee includes up to 2 edits after submitting a first draft.
- I am happy to deliver the article in [MS Word doc, Google Doc, etc], feel free to specify.

[And add anything else about how the process works when they order an article from you.]

Feel free to let me know if you have any questions. I look forward to hearing from you and embarking on this exciting project for you!

Best regards,

[Your Name]

Cold pitch emailing can be worth it if you go about it in the right way. Try to stay optimistic when applying for work in this way. Even with sending your carefully crafted emails to many clients you may find you only get 1 response out of every 10, if you're lucky.

If you don't receive a response the first time then try following up as well as improving how you write your cold pitches. With a positive mindset and clear communication you may find it is worth all the many emails.