

5 Proven Email Templates for Freelance Writers

Free sample from the Pro Writer Templates Pack | pro-writer-templates.pages.dev

1. The Direct Pitch

Subject: Quick pitch - [Your Topic] for [Publication Name]

Hi [Editor Name],

I cover [niche] and have a pitch I think fits [Publication].

Pitch: [One sentence -- specific topic + concrete reader takeaway].

My bylines include [Publication A] and [Publication B].

Word count: [X]. Happy to adjust angle or length.

Worth a look?

[Your Name]

2. The Value-First Pitch

Subject: Article idea your readers keep asking about

Hi [Name],

Your recent piece on [topic] got strong comments around [gap].

I could write '[Specific Title]' covering:

- [Takeaway 1]
- [Takeaway 2]
- [Takeaway 3]

Published in [A] and [B]. Rate: [your rate].

Interested?

[Your Name]

3. The Follow-Up (Day 7)

Subject: Re: [Original subject line]

Hi [Name],

Following up on my pitch from [date] re: '[Article Idea]'.

Still available. Happy to adjust the angle or try a different topic entirely if you have editorial needs.

If it's not a fit, no problem - I'll take it elsewhere.

[Your Name]

4. Rate Counter-Offer

Subject: Re: [Project Name]

Hi [Name],

Thank you for the offer. I'm excited about this project.

My rate for this scope is [your rate]. That reflects
[brief reason: niche expertise / research depth / turnaround].

Would that work for you?

[Your Name]

5. Client Onboarding

Subject: [Project Name] - Brief request before we start

Hi [Name],

I use a short brief with all new clients to make sure
the first draft hits the mark.

It covers: audience, tone, competitors, key message,
keywords (if SEO), and anything to avoid.

Here it is: [Google Doc link / attached PDF]

Once I have it back, I will confirm timelines.

[Your Name]

*This is a free sample. The full Pro Writer Templates Pack has 50+ templates covering pitches, follow-ups, rate negotiations, onboarding,
and more.*

Get it at: <https://jhasonborn.gumroad.com//daaufw> (\$29 one-time, instant download)