SAMPLE BLOGGER LETTERS

Below is a template you can fill out to use when contacting the bloggers from your targeted list. We’ve included a completed letter below the template as an example of how you could customize and build out the basic format to suit your personal approach and your manuscript.

Hi [Blogger],

My name is [First and Last Name], author of [Book Title]. It’s a story about…

Because [Blog Name] is a fantastic resource for [reason], I’d love to collaborate with you to announce the launch of [Book Title] or have it reviewed.

What do you think?

Hi Samantha,

I hope this email finds you well. I really enjoy your blog and have picked up quite a few books based on your recommendations! Your recent post about trends in cozy mysteries for 2020 was especially engaging to me since I’ve recently published my first cozy mystery, Murder at the Museum (83,000 words).

Would you be interested in checking out a copy? Here’s a quick blurb to pique your interest: In 1924, collections curator Dennis McRoy is buzzing with anticipation for the reopening of his pride and joy, the National Museum of Natural History. But on opening day, he makes the shocking discovery that his T-Rex skeleton has been the victim of an ingenious heist—and a human skeleton has been left in its place! With an annoying police presence now foisting his efforts to run his museum, Dennis has no choice but to infiltrate the dark underworld of natural history by himself to recover his cretaceous prize.

If you’re interested in giving it a read, please let me know. I’d be happy to send a print or ebook copy your way.

Looking forward to hearing from you! Thanks, and all the best,

Liz