Partnership and useful outreach

Research before contacting anyone: audience fit, one specific piece you read, contribution you can genuinely make, contact route they invite, and applicable community rules.

A contribution, not a generic link request

Subject: A practical [topic] resource for [audience]

Hi [name],

I read your [specific work] and found [specific detail] useful.

I work on [accurate description]. I've created [resource] to help [audience] do [task].

Would a [short guest example / demonstration / resource contribution] be useful for your readers? I could cover [specific outline].

Here is a sample so you can judge the fit: [link].

Thanks, [name]

Co-created workshop

Hi [name],

Your audience's questions about [observed topic] overlap with work I'm doing on [topic].

Would you be interested in a practical session where participants leave with [specific deliverable]? I could handle [your actual contribution], and we'd agree on promotion, participant consent, and follow-up in advance.

Here is a short outline: [outline].

Thanks, [name]

Follow-up, only if appropriate

Hi [name], one follow-up on the [topic] idea. Here's an example of the useful takeaway: [example]. If this isn't a fit, no problem.

Track contact date, fit, proposed contribution, response, next step, referred visits and relevant outcomes. Keep outreach personal and low-volume. Stop when declined. Do not trade misleading endorsements or create bulk spam for backlinks.