

THE ADULTING VAULT · STUDIO

Guest-Post Pitch Kit

Everything you need to land bylines that sell guides.

Target publications · Topic angles · Email scripts · Follow-ups · Author bios



How to use this kit

This kit is designed to get The Adulting Vault featured on high-traffic publications that already reach your ideal reader. Use the target list to prioritize outreach, the angles as starting points for pitches, and the email scripts as templates you can personalize. Every pitch should feel like it was written for that specific editor and audience — never copy-paste blindly.

The outreach rhythm

1. Pick 3 publications from the target list that match your strongest content angle.
2. Personalize the cold pitch using the editor's name and a recent article you genuinely liked.
3. Send on Tuesday or Wednesday morning for highest open rates.
4. Follow up once after 7 days with a new angle or a helpful resource.
5. When accepted, deliver the draft 2 days early with all assets attached.

What makes a pitch land

- Specificity beats cleverness. Name the publication, the editor, and the exact angle.
- Lead with reader value, not product promotion. The Vault guides are the natural next step.
- Show you've read the site. Reference a recent post and explain how your piece complements it.
- Offer a complete package: headline, outline, bio, and any bonus download.

Target publications

Prioritize publications by audience fit, not just domain authority. A niche career blog with engaged readers will outperform a general lifestyle giant.

The Everygirl

theeverygirl.com

Focus: Career, money, wellness, life transitions

Contact: Pitch to: submissions@theeverygirl.com

Apartment Therapy

apartmenttherapy.com

Focus: Home, cleaning, organization, renter life

Contact: Pitch to: editorial@apartmenttherapy.com

The Muse

themuse.com

Focus: Career advice, job search, salary negotiation

Contact: Pitch to: editor@themuse.com

Well+Good

wellandgood.com

Focus: Mental health, fitness, nutrition, self-care

Contact: Pitch to: tips@wellandgood.com

Refinery29

refinery29.com

Focus: Money Diaries, relationships, career, lifestyle

Contact: Pitch to: moneymatters@refinery29.com

Lifehacker

lifehacker.com

Focus: Productivity, finance, home, tech

Contact: Pitch to: tips@lifehacker.com

Psychology Today

psychologytoday.com

Focus: Mental health, therapy, relationships

Contact: Pitch to: editors@psychologytoday.com

Guest-post angles

Each angle is designed to rank in search, resonate with the publication's audience, and naturally lead readers to a related Vault product.

The Adulting Skills No One Taught You in School

A comprehensive checklist of 101 skills — from reading a lease to negotiating salary — paired with links to relevant Vault guides.

Link to: Money Basics, Your First Real Paycheck, Adult Home Handbook

I Tried 5 Budget Methods So You Don't Have To

A first-person experiment comparing zero-based, 50/30/20, envelope, pay-yourself-first, and values-based budgeting.

Link to: Complete Budgeting Guide, Budget Workbook

What to Do in the First 90 Days of Your First 'Real' Job

A survival guide for benefits enrollment, 401(k) basics, networking, and setting boundaries.

Link to: Your First Real Paycheck, Career Clarity Workbook

The Burnout Recovery Ritual That Actually Worked

A personal narrative about recognizing burnout, building a recovery plan, and preventing relapse.

Link to: Burnout Recovery Pack, Self-Care Workbook

How to Read a Lease Like a Lawyer (Without Hiring One)

A line-by-line breakdown of common lease clauses, red flags, and negotiation points.

Link to: Adult Home Handbook, Moving Planner

The 10-Minute Financial Checkup Everyone Should Do Monthly

A quick, repeatable ritual for reviewing spending, credit, and savings without overwhelm.

Link to: Money Basics, Credit Repair Roadmap

Why 'Soft Skills' Are the Real Career Superpower

How communication, boundaries, and emotional intelligence determine long-term career success.

Link to: Career Clarity Workbook, Email Like a Professional

Email templates

Cold Pitch (Short)

Subject: Guest post idea: [Angle Title]

Hi [Editor Name],

I'm [Your Name], founder of The Adulting Vault — a library of practical guides for the parts of adult life no one explains.

I'd love to contribute a guest post to [Publication]: [Angle Title].

The piece would cover [one-sentence summary] and include actionable takeaways your readers can use immediately. I can also include a free downloadable checklist as a reader bonus.

A few recent bylines:

- [Link 1]
- [Link 2]

Would you be open to a draft by [date]? Happy to adjust the angle to fit your editorial calendar.

Best,

[Your Name]

hello@theadultingvault.com

Cold Pitch (Relationship-Building)

Subject: Loved your piece on [specific article topic]

Hi [Editor Name],

I just read [Article Title] and appreciated your take on [specific point]. It resonated with a lot of the questions our readers at The Adulting Vault ask.

I'd love to contribute a complementary piece: [Angle Title]. It would expand on [topic] with a practical framework readers can apply the same day.

Here's a one-paragraph outline:

[Outline]

If this fits your calendar, I can have a first draft to you by [date].

Thanks for considering it,

[Your Name]

Follow-Up (One Week Later)

Subject: Following up — [Angle Title]

Hi [Editor Name],

I wanted to circle back on my pitch for [Angle Title]. I know your inbox is packed, so I'm happy to send a different angle if this one isn't the right fit.

A few alternative ideas:

1. [Alternative angle 1]
2. [Alternative angle 2]
3. [Alternative angle 3]

Would any of these work for an upcoming issue?

Best,
[Your Name]

Value-First Warm Pitch

Subject: Resource for your [topic] readers

Hi [Editor Name],

I've been reading [Publication] for a while and noticed your audience cares deeply about [topic]. I recently created a free resource that might be a great fit: [Resource Name].

It's a [description] and it's helped [X readers/result].

I'd be happy to write a short guest post introducing it, or simply send it your way in case you'd like to share it with your audience. No strings attached.

Here's the link: [URL]

Best,
[Your Name]

Author bios

Use a short bio at the end of every guest post. Link to your homepage or a specific landing page, not a generic social profile.

[Your Name] is the founder of The Adulting Vault, a library of practical guides for money, work, home, health, and relationships.

When not writing adulting manuals, [Your Name] helps young professionals build systems that make life feel less chaotic.

[Your Name] believes adulting shouldn't require a secret decoder ring — just clear instructions and a little compassion.

Outreach tracker

Use this simple log to stay organized. Never pitch the same editor twice in one week.

Publication	Editor	Angle	Date sent	Follow-up	Status