

From <http://ericstips.com/tips/lesson78/>

LINK REQUEST TEMPLATE - this is just a template. The idea is to PERSONALIZE your communication as much as possible.

Hi {REAL FIRST NAME},

My name is {YOUR NAME}, and I wanted to let you know that I enjoy your website. You did a great job on the {INSERT PAGE/FEATURE/ARTICLE HERE}, nice work!

I'm also in the {INSERT NICHE HERE}, and have a website called {YOUR WEBSITE NAME}.

//OPTIONAL IF YOU THINK IT WOULD HELP TO MENTION OTHER LINK//

I noticed that you shared a link to {INSERT COMPETITOR'S URL} on this page of yours: {INSERT THEIR URL HERE}

I'd be honored if you would consider sharing my link with your readers. I think they would be glad to hear about my {INSERT TOPIC HERE} page, because {INSERT REASON HERE}.

//OPTIONAL IF YOU NEED THEM TO LINK FROM A CERTAIN PAGE//

I noticed a good spot for such a link might be on this page of yours:

{INSERT THEIR URL HERE}

If you'd be willing to post a link, that would be awesome. The link for my page is:

{INSERT YOUR URL HERE}

If you have any questions, or if you ever want to talk about the {INSERT NICHE} business, just let me know. I've included my personal email address and phone number below.

Thanks again, and keep up the good work.

Sincerely,

{YOUR NAME}

{YOUR EMAIL ADDRESS}

{YOUR PHONE #}