

Guesting

Guest Posting

How can guest posting help your business?

Guest posting on other's blogs can help increase your visibility by getting you in front of someone else's audience. It also helps establish you as an expert on that topic. With anything you do, you must have a strategy. It takes time to pitch ideas, write posts and track the new traffic that will come through on your social media sites and email list.

It also takes time to see results from guesting, make a plan to work on your guests posts once a week at least. Your goal should be 3 articles a month to truly maximize guesting. Pick one day a week to work on this. Spend the first week of the month writing and sending your pitches for the month and the other three weeks writing the posts that were accepted.

One item that guest posting also helps that many forget about is your SEO { Search Engine Optimization }. Having content on popular sites that link back to you will help your ranking and inbound links.

Use the **Tracking Worksheet** as you begin to find blogs to pitch topics to keep track.

Gear yourself and posts towards sites with a large readership. You want to maximize who's eyes are on there.

Before you decide to pitch – make sure the site is active and popular. Once you know it is popular, prepare that pitch baby! Proof, proof again and then hit send! I've hooked you up with a swipe file for the pitch and much much more below.

You can learn a lot about a site by doing a little research and checking. Keep reading to find out how you can check on a site to see if it is one you should submit a guest post to.

Social Media

Their social media sites and shares on their website can give you an insight into how active their community is. Or how active they are on updating their social media sites. You want to make sure you are reaching out to an active and responsive community that will interact with your content. Make sure to connect with their social media sites while you are there!

Blog Comments

Check their comments on each blog post, do they claim to have 10,000 on their email marketing list but 2 comments on a blog post? Make sure the numbers add up.

Blog Updates

Again you want to make sure they are active. Check how often they are updating their website and blog posts. Confirm they are still in business.

Once you have confirmed they are in deed still active, begin to pitch your ideas! Update your pitches towards their audience and demographic. Use the template below but make sure that you customize it to your voice.

sample pitch Email Template

Introduce yourself and how you know them.

Hi there NAME,

I have been following your blog for about a year after finding you through a colleague. I am interested in writing a guest post for your website, I feel your audience could benefit from this post.

{ Begin to describe your post and why it would benefit their audience. Write a summary of your story with the title. Include a very short bio that shows why you are qualified. }

I currently teach women entrepreneurs about technology and the systems to use. I would love to tell your audience how technology makes success possible when you leverage it with your marketing. Women are often intimidating by technology and I think this post will help them see how it can really help them.

If this is something that you would be interested in, I can send over a full post for your blog.

Thank you for your time, I look forward to hearing from you!

INCLUDE ALL CONTACT INFORMATION HERE, You can link to your media kit if you want.

Your Bio

Once accepted, they will request that you send over your headshot and author bio. Make sure it rocks!

Usually around 100 words that tells the short story of you and your business in a powerful way.

In order to write a killer bio – follow these steps.

1. Google your favorite business women and read what they have included in their bios.
2. Tell a story – what inspired you to start your business. What do you do to help others?
3. Write for your Brand. Keep your bio consistent with your Brand when creating it.
4. Show your personality. Make sure your bio sounds like you wrote it, not someone else for you. Everything should have your voice and brand.
5. Put your accomplishments and awards in your bio. This helps create your social proof for your business.

This is something you can customize depending on the type of article and audience you are reaching.

What to do When your post is published

Congrats! Your post is published. Now what? Follow the steps below with every guest post published to maximize your experience guesting!

Promote on your social media sites.

Do NOT skip this step. Make sure that you are promoting the post on your social media sites and that you tag the site in your post so that they see you promoting it too.

Promote on your website.

Write a blog post that points readers to the guest post but this can become distracting on your blog if you are guesting frequently. Create a fun graphic that links to the posts from your sidebar. Add a Press Page to your website and link to ALL of your awesome guest posts!

Respond to Comments

Another step you should NOT skip. Be active and responsive in the comments that people leave on your guest post. Don't force on the negative, asshole ones, just the positive ones! The larger sites just have haters that have nothing better to do than comment on post. It comes with the territory...

Post in Blog Comment Circles

Create your own positive buzz by posting in Blog Comment Circles. These are groups where you can share links to post and others will read and comment on your post. But be sure you have the time to reciprocate the love. Some require you to comment on all of the post in the feed, some just ask for a certain number. Know the guidelines! Facebook is great place to start looking for these. This will also help impress the publishers and they will be more incline to invite you back!

Display the Badge of Honor

Create an "As Seen On" section that displays where you've been published at on your website. This will help show visitors your credibility as an expert in your field.

Send a Nice Thank You

Don't forget to send a quick thank you note, email, gift to the publisher // blog owner to show them your appreciation for publishing your post. Doesn't have to be anything long, it is more of the thought that counts!

How to Find places to guest post

Ask your communities for help.

Do you belong to any communities or groups on Facebook that you could turn to? Ask the members for recommendations of places they have guest posted at before?

Check out your competitors sites.

Why? Why not! You know they already have been published on sites that you more than likely are going to want to be published on.

Google

A great place to start if you are completely clueless on places to pitch to. Using a prominent keyword associated with your business paired with one of the statements with the quotes below to find places in your niche.

- “guest post”
- “accepting guest posts”
- “guest post by”
- “guest post guidelines”
- “become a contributor”
- “contribute an article”
- “submit an article”
- “submit your post”
- “submission guidelines”
- “write for us”

Topsy

Again this is a search with your keyword and “guest post” to find any that were socially shared in the last 13 days.

You can get started with some of the sites I have listed on the next page for you!

places that accept guest posts

A few places to start with:

GenXo.co - New site coming soon! <http://alirittenhouse.com/guest-blog-for-ali-rittenhouse/>

Huffington Post - Send your pitch email to arianna@huffingtonpost.com

Mind Body Green - <http://www.mindbodygreen.com/writeformbg.action>

Social Media Examiner - <http://www.socialmediaexaminer.com/writers/>

Small Business Trends - <http://smallbiztrends.com/about/article-submission-guidelines>

Famous Bloggers - <http://famousbloggers.net/submit-your-article>

She Takes on the World - <http://shetakesontheworld.com/write-for-us/>

BlogHer - <http://www.blogher.com/contact-us>

Brazen Life - <http://blog.brazencareerist.com/be-a-brazen-life-writer/>

Elephant Journal - <http://www.elephantjournal.com/write/>

Tiny Buddha - <http://tinybuddha.com/contact/>

Design Sponge - <http://www.designsponge.com/contact>

Scoutie Girl - <http://www.scoutiegirl.com/submissions/>

Momeo Magazine - <http://www.momeomagazine.com/guidelines/>

Lifhack - <http://www.lifhack.org/contribute>

SelfGrowth - http://www.selfgrowth.com/submit_articles

Women's Health Mag - <http://www.womenshealthmag.com/contact-us>

TheKitchn - <http://www.thekitchn.com/submissions> { I LOVE this site! }

InvestmentYogi - <http://www.investmentyogi.com/Guestblogger.aspx>

I Will Teach You to be Rich - <http://www.iwillteachyoutoberich.com/write-a-guest-post-for-i-will-teach-you-to-be-rich/>

LKR Social Media - <http://lkrsocialmedia.com/guest-post-guidelines/>

WomenOnBusiness - <http://www.womenonbusiness.com/write-for-women-on-business/>

And so many more... <http://www.guestbloggingtactics.com/blogs-that-accept-guest-posts/>

Bonus Tip

Your bonus tip for today is on how to convert these new website visitors into new leads on your email marketing list. In your Bio, you will want to include a link to send readers to, this is where you want to direct them straight to a custom Landing Page.

A Custom Landing Page

Whether you use a program or plugin to create a custom landing page OR just creating one with your theme, you must be sending your readers to a place that they will not be distracted.

A page that does not have a navigation bar or sidebar to distract your reader. You want to create a page that the only objective is for the visitor to enter their name and email address into your webform.

Why is this important? Because you want to capture their information! You don't want to lose their attention to a blog post or another shiny object on your site. You can use your Thank You Page to send them back to your website after they confirm their email address! Do not skip this step

My 2 fav tools to create a custom landing page

[Leadpages](#) A simple to use tool that requires ZERO techie knowledge to set up a custom landing page. Just select a template and customize. Click here to check it out.

[Optimize Press](#) is what almost all of my sales pages are built off of, we use it with all of my client's launch sites. It is a great tool to use. A little more tech knowledge required than [Leadpages](#) but not much.

[Need training on either program? Join the GenXO Academy and learn how to easily create custom landing pages and so much more.](#)

About Ali

Ali Rittenhouse is a Business Coach, Strategist and Digital Diva. She has a talent for unpacking digital marketing mysteries and putting them into simple steps. Over the past nine years, Ali has helped thousands of entrepreneurs from all over the world master their online domain—setting up functional & beautiful websites with sales funnels that convert, launching digital programs + products, sharpening systems + customer flow, and making clients' businesses tick, 24-hours a day.



A digital media + blogosphere favorite, Ali was named to StartupNation's Leading Moms in Business and has been featured on Fox Business, eHow, NASA, ChicCEO, Dayton B2B, The Sidney Daily News, and was a speaker for Good Morning America's Tory Johnson's Spark & Hustle tour. You can see and hear her weekly on Hits 105.5 Radio Show and Living Dayton Television Show.