

Guest Blogging

How to Get Featured On
Reputed Publications

Introduction

I remember the day I featured on business 2 community publication.

For a beginner blogger, that's an unimaginable feat. It's like lifting a car :D

Guest blogging helps you to win the trust of your audience, even if you're nobody with zero credibility.

Credibility is vital.

You've got a message and you want to share your voice to the world?

That's amazing!

But brace yourself. Here's ONE fact:

Over 4 million blog posts are published on the Internet every day.

Welcome to the world of Noise.

Guest blogging can be your key to survival.

It's not enough just to create a killer and awesome content. You have to build momentum around it.

Popular blogs and publications have a large readers base and you WANT to show your message to this reader base. It also helps to get the experts in your space to notice you (a tiny blogger).

Writing for popular publications will give you a huge boost to your credibility.

That's a big deal for a blogger.

Do you ever doubt yourself and wonder why anyone should listen to you? You're just ONE blogger out of millions.

I used to have this doubt.

It's normal.

Everyone experiences it.

But once you became featured writer.

Instant credibility and respect.

This guide contains everything you need to know about becoming a featured writer.

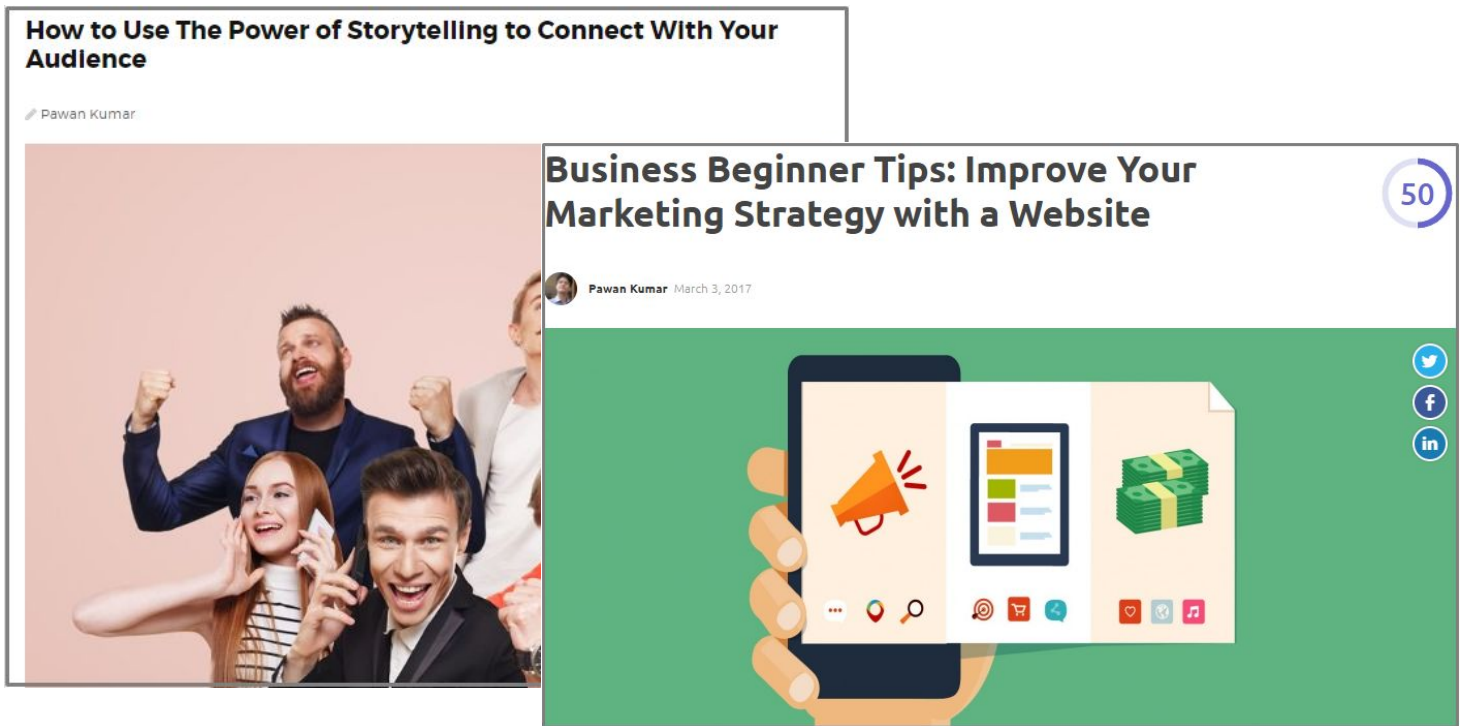
How to start.

How to scale.

And how can your post feature on popular publications in 2019?

Why I wrote this guide? Because I want to see you as a featured writer.

I've also published guest posts on HUGE blogs in the marketing space, like the SEMrush, Jeff Bullas and Social Media Today blog (Soon to be published on Social Media Examiner):



Why I'm telling this to you? I'm not trying to sound genius here. I'm just saying why I'm eligible to write this course. :D

And in this ebook, I'll reveal how I do this and How you can do this

Let's Start:

Chapter One:

How to Find Guest Blogging Sites

"I want to do guest blogging but don't know from where to start?"

"How can I build my credibility with guest blogging?"

"Where should I do guest posting?"

These are the questions that I received from my readers and friends frequently.

I believe guest blogging is one of the best inbound marketing strategy that helps to drive a great exposure to you and your blog (or site).

In this chapter, we'll see how to find relevant sites in your niche to write guest posts.

Method #1. Your Keyword + Search Value Parameter

Google search string is a great way to start with. It always works.

Google never let me down.

Use some search string combinations to find guest post opportunities. Here are some of my recommendations that I personally use:

Your keyword + write for us

Your Keyword + guest post

Your keyword + become a guest blogger

Your keyword + become a contributor

Your keyword + submit news

Your keyword + become an author

Your keyword + submit blog post

Your keyword + submit an article

Your keyword + suggest a post

You keyword + become a guest writer

Your keyword + contributor guidelines

Your keyword + send a tip

Your keyword + submit post

I enter a search string in Google "marketing become a contributor" and see what I get:

Become a Contributor - Relevance

<https://www.relevance.com/become-a-contributor/> ▼

Relevance is the worlds fastest growing content marketing publication. ... Become a thought leader – Many Relevance contributors are known throughout the ...

Become a Contributor - Launch & Hustle Marketing Services

www.launchandhustle.com/become-a-contributor ▼

Expand your influence, help other entrepreneurs, and join a growing community of marketing bloggers changing the world. Launch & Hustle baby!!!

Become a Contributor - BusinessTown

<https://businesstown.com/become-a-contributor/> ▼

– Your article will be shared on our social media platforms. – BusinessTown is one of the most established small business websites, founded in 1998. ... – We only accept very high quality articles that offer specific how-to content of value to our audience and require little if ...

Write for us - Submit your Guest Posts, Sponsored Posts, Guest Blog

www.techmagnate.com/blog/become-a-contributor/ ▼

Interested to become a contributor? we welcome guest bloggers who can ... the digital marketing community, and we invite professionals and experts looking for ...

Become a Contributor | Social Media Today

<https://www.socialmediatoday.com/contribute/> ▼

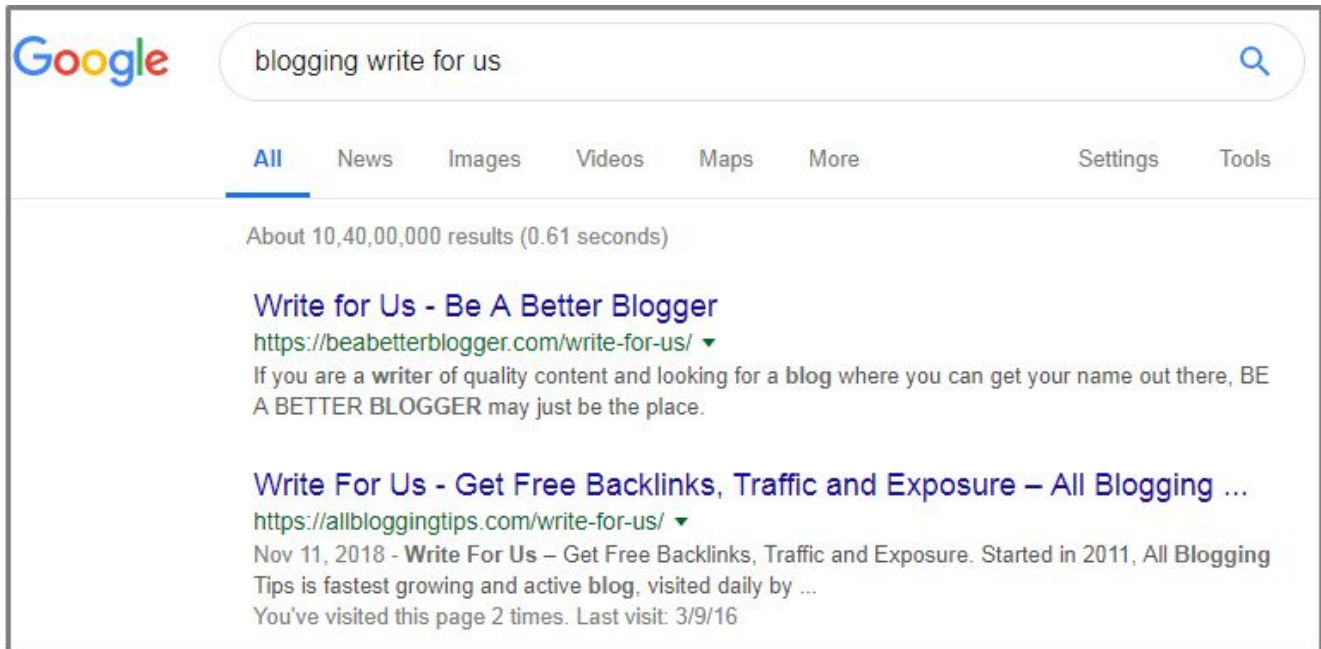
Are you interested in becoming a contributor to Social Media Today? Social Media Today fosters one of the largest social media and digital marketing ...

Become a Contributor - Business 2 Community

<https://www.business2community.com/become-a-contributor> ▼

Join Our Blogging Community and Become a Contributor Today! ... If you are interested in becoming a contributor and/or syndicating your blog with us, please fill ...

I enter a search string in Google "blogging write for us" and see the results:



Method #2. Go To AllTop.Com

Have you ever heard about AllTop?

Wait, what? No?

AllTop is the place where you find all the best blogs in almost every niche.

Sounds like a treasure, isn't it?

Just go to AllTop.com and search your keyword and you'll find a list of blogs in your niche.

Now do little hard work to find which blogs accept guest posts.

Popular SEO Sites

Search Engine Journal (www.searchenginejournal.com)

Combining industry news, tips, tricks, Search Engine Journal should be one of your first stops f...

Agile SEO: Moving from Strategy to Action by @jes...

Twitter Kills Off Third-Party App Features by @Ma...

Google Rolls Out New Featured Snippets With Exp...

12th Annual SEMPO State of Search Results Relea...

12 Steps for Conducting a Successful Social Media...

Communicating Search to the C-Suite: From Rank ...

Exiting Your Digital Agency: 3 Factors You Must to ...

LinkedIn to Integrate Groups into the Mobile App ...

Backlinko (backlinko.com)

Brian Dean's backlinko helps users learn advanced SEO.

Voice Search: The Definitive Guide

25 AMAZING Free SEO Tools [2018 Reviews]

27 Ways to Increase Website Traffic in 2018

BuzzSumo: The Definitive Guide

Introducing: The YouTube Marketing Hub, A Free ...

SEO by the Sea (www.seobythesea.com)

Looks at some of the more technical aspects of SEO and SEO news.

Ahrefs Blog (ahrefs.com)

Ahrefs are famous for their SEO tools, but their blog shouldn't be overlooked. They offer more th...

Find Out How Much Traffic a Website Gets: 3 Way...

How to Find Backlinks (That You Can Replicate)

How to Set up Google Alerts (and Use It to Grow Y...

9 Things That Only Ahrefs Can Do

Link Reclamation: How to Easily Find (and Reclaim...

How to Use Google Keyword Planner in 2018 (and...

A Simple Guide to Turning (Unlinked) Brand Menti...

9 Free Ways to Promote Your Website (And How t...

Online Metrics (online-metrics.com)

Helps teach marketers advanced digital analytics strategies

Ultimate Guide to Using a Google Analytics Test Vi...

Best Strategies for Dealing with Bot Traffic in Goo...

The Complete Guide to Leverage Custom Metrics ...

20 Segmentation Strategies to Improve Your Goo...

How the Page Value Metric Can Greatly Improve Y...

Search Engine Watch (searchenginewatch.com)

Brings together news about all things search and social media marketing related.

Method #3. Reach Out To Bloggers And Ask For Guest Posting

Did a blogger compliment you on your blog post? Or commented on your social media post?

Why not ask her if she would accept your guest article for her site. Sounds like a plan!

Just reach out to her with a short and clear email. Something like this:

Hello [Name],

First off, thanks for commenting on my blog post/social media post.

You talked about a new insight in your comment [What she said in the comment].

That's an amazing take

I have an interesting guest post idea that I believe would be perfect for your blog.

[Your Post Title]

Just say a word and I'll send you the draft this week.

Either way, thanks again for your amazing comment.

Talk Soon,

[Your Name]

Method #4. Search Guest Posts By Prolific Blogger

Do you know any master bloggers in your niche? Someone, that you see over and over writing content?

Yes...

Just search "Guest post by + Blogger Name" in the Google box.

And magical Google will show you all the sites that these bloggers have posted upon. You should also post on these resources as well.

Neil Patel - HubSpot Blog

<https://blog.hubspot.com/marketing/author/neil-patel> ▼

Neil Patel is the co-founder of Crazy Egg, Hello Bar, Stride, and KISSmetrics, and a columnist for HubSpot. He helps companies like Amazon, NBC, GM, HP and ...

A 20-Point Checklist for Your Next Guest Blog Post - Forbes

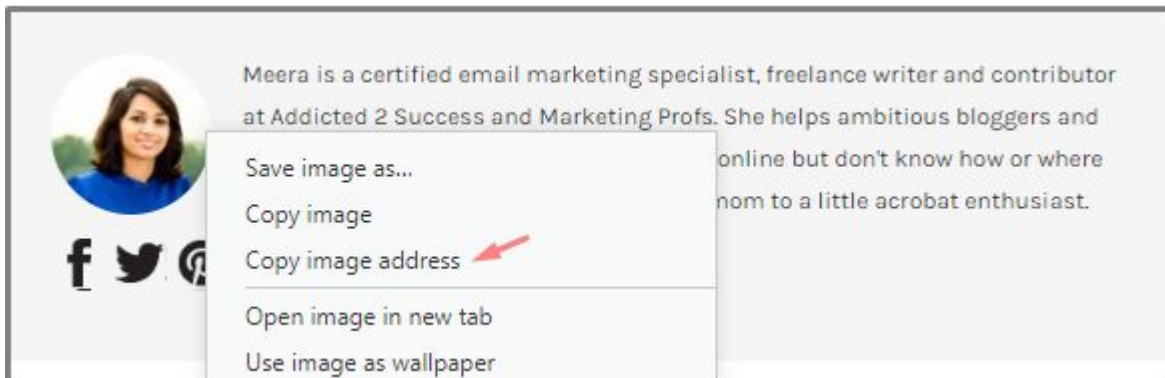
<https://www.forbes.com/.../neilpatel/.../a-twenty-point-checklist-for-your-next-guest-bl...> ▼

May 11, 2015 - Guest blogging is one of the best ways to build your personal brand and ... Before sending your next blog post to [...] ... Neil Patel Contributor i.

Method #5. Reverse Image Search

Google image search is the cool method to find out the post written by a master blogger in your niche.

Just go to the author bio and copy the URL of the author headshot. Like this:



And paste this URL into Google Images Search bar:



And Ta da! You'll get a list of sites the blogger have guest posted.

Method #6. Join The MyBlogGuest Community

MyBlogGuest is a community of guest bloggers. Just sign up, fill your information and search for blogs that accept guest posts.

A screenshot of the MyBlogGuest website's sign-up page. The page has a blue header with the MyBlogGuest logo on the left. In the center of the header are input fields for 'User name' and a password (represented by dots), a 'Remember me' checkbox, a 'Remind password' link, and a red 'Sign In' button. Below the header, the main content area has a blue background. On the left, there's a section titled 'Community Of Guest Bloggers !' with two columns of benefits: 'Benefits for guest bloggers' (Reach new audience, Build your brand, Network, Earn links to your site, More!) and 'Benefits for blog owner' (Get free exclusive content, Get free targeted traffic, Network, Get new fresh perspective, More!). Below these is a 'What's it all about?' section with a 'More!' link. In the center, there's a 'Find us on Bing!' section with the Bing logo and the MyBlogGuest logo. On the right, there's a sign-up form with fields for 'Username', 'Password', 'Confirm password', 'E-mail', and 'Captcha'. Below these is a 'Where did you learn about us?' field, two checkboxes for 'Subscribe to 5-day free course' and 'I have read the Terms of service', and a large red 'Sign Up For Free' button.

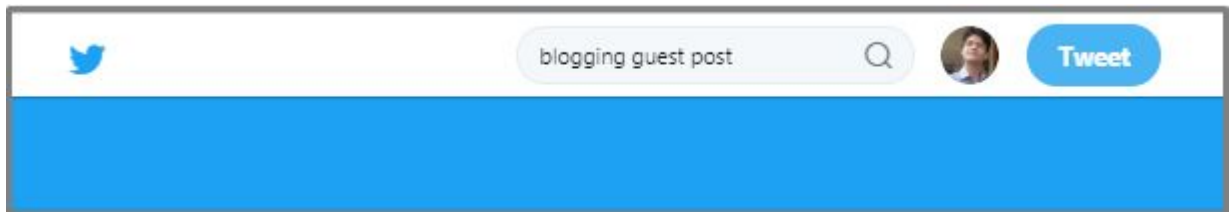
Method #7: Twitter Search

Yes!

You can find some amazing guest blogging OPPORTUNITIES on Twitter.

How can you do it?

First, head over to Twitter search and enter your guest post search string like "[keyword]" guest post.

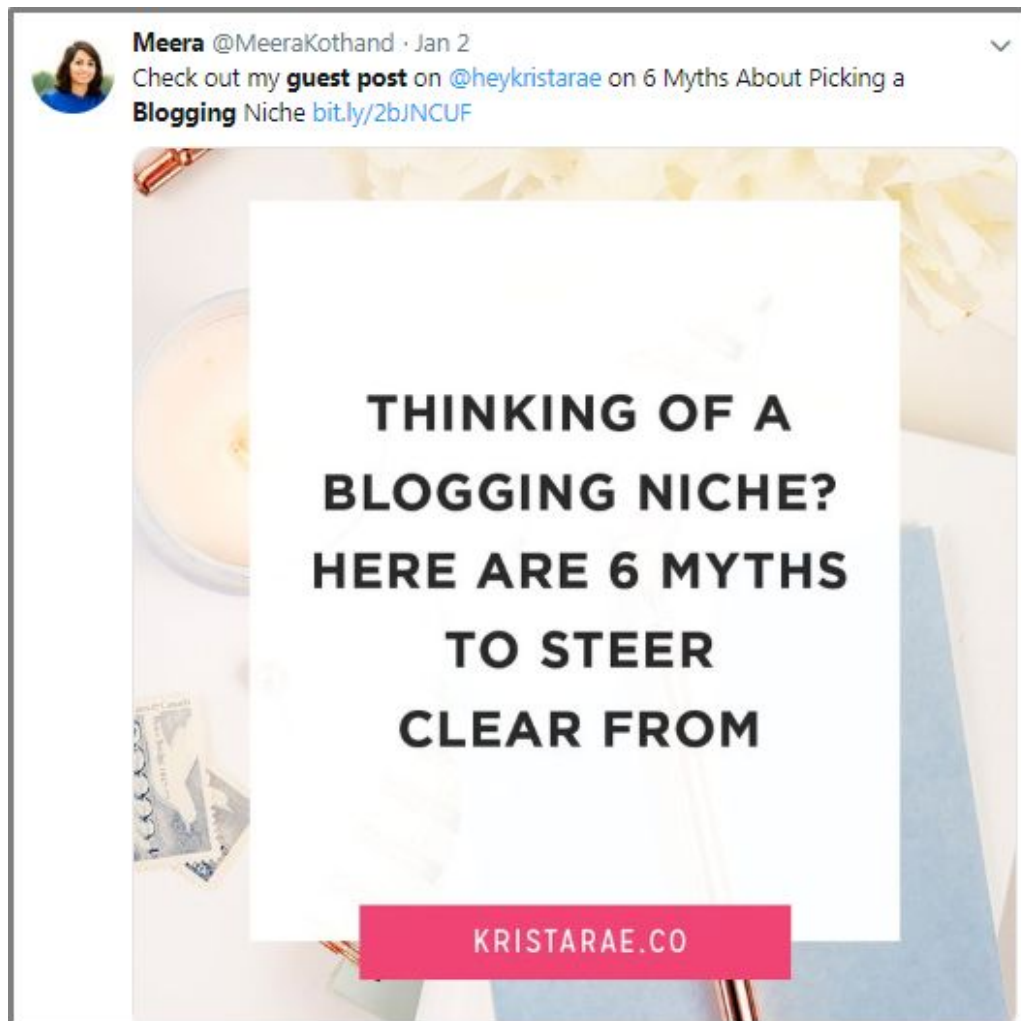


Now check out the results to find guest posting sites.

And Voila!

You'll find a handful of high quality sites that accept guest posts. See examples:





So these are some of my personal methods that I use.

Which method are you going to use first?

BONUS: Access Your List of TOP Publications/Blogs
With Editor's Contact Information.

Chapter Two:

How To Generate A Strong Guest Post Idea

In the previous chapter, we talked about some actionable techniques to find relevant guest blogging outlets.

Have you figured out the outlets for your guest post?

Did you say, YES?

Great!

What's next?

In this post, I'll make it more strategic. In this chapter, we'll discuss:

- How to create a guest blogging campaign sheet
- And how to generate a compelling and strong guest post idea.

Let's dive right in...

Guest Blogging Campaign Sheet

Jack Welch put it best:

"Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

First, you need to make a strategy. It makes your actions easy. It gives you a direction and you can analyze your results.

Same principle applies to guest blogging. You must create an actionable plan.

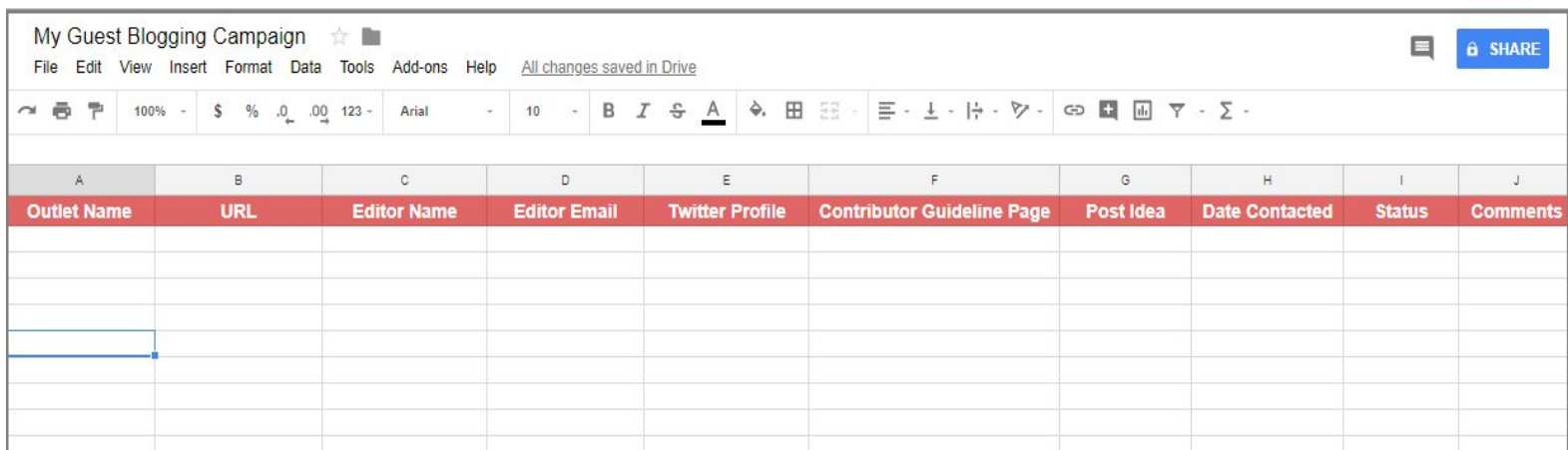
But how?

Let me tell you how I do it...

I open a Google spreadsheet and fill the information of outlets that I want to target. I create some fields in this sheet:

- Outlet Name
- URL
- Editor Name
- Editor Contact Email
- Twitter Profile
- Contributor Guideline Page
- Post Idea
- Date Contacted
- Status (pitch accepted or declined)
- Comments

See how it looks like (Your bundle has the sample sheet template):



The screenshot shows a Google Spreadsheet interface. The title bar reads "My Guest Blogging Campaign" with a star icon and a "SHARE" button. The menu bar includes "File", "Edit", "View", "Insert", "Format", "Data", "Tools", "Add-ons", and "Help". The status bar indicates "All changes saved in Drive". The toolbar contains various icons for undo, redo, print, zoom, currency, percentage, decimal, text color, background color, bold, italic, underline, strikethrough, link, unlink, insert table, delete table, insert row, delete row, insert column, delete column, and formulas. The spreadsheet table has 10 columns labeled A through J. The first row is a header row with the following labels: "Outlet Name", "URL", "Editor Name", "Editor Email", "Twitter Profile", "Contributor Guideline Page", "Post Idea", "Date Contacted", "Status", and "Comments". The subsequent rows are empty, with a blue selection bar visible on the first empty row.

A	B	C	D	E	F	G	H	I	J
Outlet Name	URL	Editor Name	Editor Email	Twitter Profile	Contributor Guideline Page	Post Idea	Date Contacted	Status	Comments

You can copy my sheet and fill the data. Now it's time to generate a strong post idea.

How To Generate A STRONG Guest Post Idea

Here are some techniques that will help you to find the perfect guest post topic:

1. Do A Little Research

First, you have to research the specific outlet you are going to pitch. It will help you to generate a topic idea. The objective of your research:

- What does the blog cover?
- Is the content focused on your niche?
- Who's the audience of this blog?
- Does the blog promote guest posts on their social media?


2. Scan Their Other Guest Posts

What type of content does the blog publish?

Check out what previous guest bloggers have published. It will give you an idea of what type of content the blog owner is interested in.

When I checked out the *MarketingProfs Blog*, I noticed that most of their posts are actionable.


Check it out:



The Psychology of Advertising: Thinking vs. Feeling [Infographic]

by Laura Forer


ADVERTISING Considering all the advertising people see on a daily basis, it's a miracle any of the ads actually push through the clutter to stand out. Here's a look at the psychology of ads, including tips to make your ads memorable. [more >](#)



Are You a Marketing Standout or Strikeout? Nine Tips to Help You Stand Out

by Erica Seidel, Anand Thaker

CAREER MANAGEMENT These nine actionable tips will help you assess your networking and interviewing skills so you can land the marketing job you want. [more >](#)



Seven Key Traits of Desirable Marketing Talent

by Ida Rezvani

CAREER MANAGEMENT Marketers need go beyond learning skills if they want to get a job. They should increase creativity, resiliency, and other characteristics—and employers should assess those types of traits when hiring. [more >](#)

So I send them an in-depth and actionable article.

Published.

Simple!

3. Access Blog's Most Popular Posts

You can easily find the most popular articles on the blog sidebar.

These are the posts and topics that always perform best and generate the most shares and comments.

Check out the QuickSprout Blog Sidebar:

Guides	Current Hits	All Time
The Science of Instagram: How to Get More Followers and Likes		
What Are The Best Times to Post on Social Media		
Top 35 Blogging Ideas That Are Guaranteed to Be Popular		
11 Things I Wish I Knew Before I Started My First Blog		
The Complete Guide to Building a Successful YouTube Channel		

Or, head over to BuzzSumo to find the most popular articles on the specific blog:

Search		Analysis	
https://www.quicksprout.com/		Search	Save Search
How to run an Advanced Search		Export	
Sort by	Total Engagements	Facebook Engagements	Twitter Shares
		Pinterest Shares	Reddit Engagements
		Number of Links	Evergreen Score
			Total Engagements
How to Increase Your Ecommerce Revenue by Leveraging Social Commerce By Leveraging Social – Apr 18, 2018 quicksprout.com How Article		Save	View Backlinks
		View Sharers	Share
		1.6K	205
		2	0
		-	3
		1.9K	
How to Build Your First Email List From Scratch By Neil Patel – May 14, 2018 quicksprout.com How Article		Save	View Backlinks
		View Sharers	Share
		1.1K	287
		100	0
		-	6
		1.5K	
How to Segment Your Target Audience with Generational Marketing By Neil Patel – Mar 16, 2018 quicksprout.com How Article		Save	View Backlinks
		View Sharers	Share
		1K	315
		7	0
		-	3
		1.3K	

4. Read The Guest Post Guidelines

Are you all set to contact the blog owner?

WAIT...

Have you read the guest post guidelines?

Some blog owners have specific guidelines. Really.

Some blog wants you to pitch a post idea only. And,

Some want you to send your full draft.

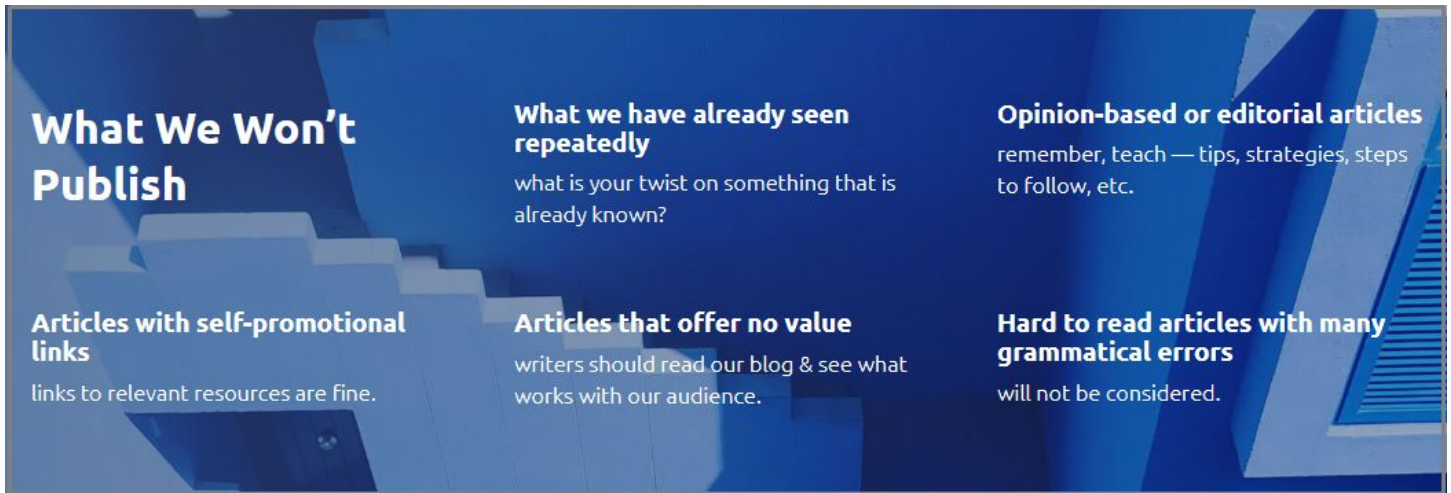
And others have Really specific guidelines.

SEMrush clearly asks you to read their guidelines first. Their basic guidelines:

Here are 10 Basic Guidelines for Approval

- | | |
|---|---|
| 1. Unique content
that hasn't been published elsewhere. | 6. Use relevant & timely research data
and credible sources. |
| 2. Actionable
how-to information our readers can learn from. | 7. Should meet a need
and offer a valid solution(s). |
| 3. Avoid the basics
people already know. Avoid general theorizing on abstract subjects and basic, obvious tips. Our audience is not new to the digital marketing field. | 8. Be authoritative
the writer must "know" their subject and it should be obvious in the writing. Authors need to be able to debate well in comments should the need arise. |
| 4. Link to credible resources
if you want to ensure the reader understands the basics please link to credible resources. | 9. Focus on being technically accurate
the SEO community is not forgiving when it comes to inaccuracies. |
| 5. Don't appear overly self-promotional
that makes you appear less authoritative and hurts our blog. | 10. Don't make claims
that can't be backed up; focus on facts, and not opinions. |

What they don't publish (it will save your time).



And some additional hacks to please the editing team.

How to Impress the Editing Team

- 1. Don't email us your article**
submit it via our CMS so our entire editing team can see it.
- 2. Use title case in each heading**
we admire those that do.
- 3. Run your article through a grammar/spelling checker**
like Grammarly.
- 4. Be open to making changes that will make your article amazing**
the editors want you to look the best you can in front of a very large audience.
- 5. Eliminate contractions**
too many contractions make articles appear casual and not authoritative.
- 6. Make sure your post is well structured**
please use <H2>-<H4> headings, lists and so on.
- 7. Think of appealing visual presentation**
use visuals. If you feel your post will benefit from additional imagery, infographics etc. but you don't have resources to create them, let us know. Our designers will be happy to help.

It's important to read the guidelines and follow them closely.

So now you have an interesting topic idea.

Awesome! Kudos, great work!

It's time to the most important part (and my favorite): Create a pitch email that will get your post accepted.

We'll talk about this in our next Chapter.

Chapter Three:

How To Craft An Engaging Guest Post Email Pitch

This is the chapter we've been waiting for.

In our previous chapter, we've done a lot of work to generate a guest post idea.

Now it's time to craft an engaging guest post email pitch that will get your story accepted.

Never write and send generic guest post pitch.

Yup! The blog owner has that magical "delete" button for a reason.

And if you send a compelling and interesting pitch, you'll get praising words from the editor.

Recently I sent an email pitch to the blog Write to Done.

And guess what?

I got the appreciation from Mary Jaksch (the blog owner) and I got my article to publish.



In this chapter, I'll reveal my guest post pitch formula.

BONUS: Don't Forget to Check the Successful Guest Post Email Pitch Templates

Like a tasty dish, a strong pitch also has some ingredients:

- Clear Subject Line
- Personalize Email
- Strong Opening Paragraph
- Give a Brief About Your Story Idea
- Show You're the Right Person
- Finish it With a Short and Clear Conclusion
- Email Signature

Are you ready to Craft Your 'MasterPitch'?

Let's start...

Step #1. Write A Clear And Catchy Subject Line

Blog owners/editors are busy, don't make them confused.

A subject line is the headline of your email - Make it clear and strong.

Don't just write 'Pitch or Guest Post Submission'. Subject line should include your context that makes the editor to read your email.

Poor Subject Line: Guest Post Submission

Strong Subject Line: Story Pitch: 20 Actionable Email Marketing Tips for Online Writers

Step #2. Address The Editor With Name

In his book, How to Win Friends and Influence People, Dale Carnegie stated that,

"Remember, that a person's name is the sweetest and most important sound to that person, in any language."

People love to see their names.

Don't say "Dear Editor or Hello Concerned Person".

Say "Hi John" or "Dear Kate"

Step #3. Strong Opening Paragraph

Want to make the blog owner read your pitch?

Start with a **STRONG** opening paragraph.

Keep the primary purpose of your email in the first paragraph of your email. Talk clearly and to-the-point.

How can you do this:

- I'm working on a story that...
- Establish a problem
- What question your story will answer

Start thinking to make your first para compelling.

Step #4. Talk About Your Story In Brief

Blog editors don't have time to read your long (and boring emails).

Face the truth!

It's your job to tell them about your story in a clear and simple way. Don't make them confused to understand your context.

Here are some ideas:

- Tell the editor clearly what the readers will learn from your story.
- Keep the message short and simple.
- Use simple language, short paragraphs and bullet points.

Step #5. Show You're The Right Person

Why are you the most appropriate person to write this story?

Why should people listen to you?

Show your expertise in the subject. Recall your previous amazing work.

Add a little blurb about you and include your 3-4 best writing links.

Here's an example:

"My name is Pawan. I'm an Inbound Marketer and Content Creator. I've been featured on Jeff Bullas, MarketingProfs. Customer Think, Social Media Today, Entrepreneur, Write to Done, SEMrush, Shout Me Loud, Business 2 Community, and Addicted 2 Success!

Here are a few samples I've written: [Add 3-4 writing Links]"

Step #6. Finish It With A Short And Clear Conclusion

Finish your guest post pitch with a strong and actionable conclusion.

What you want the editor to do - Tell them clearly.

Something like this:

"Does this sound like this story would be suitable for your readers? If so, just say the word, and I'll start work on a draft."

Step #7. Email Signature

Your email signature is the "silent" branding tool. It should contain your Name, Job Title, Company Name, Blog/Site Link, and Social Media Links.

Now you're all set to send your guest post pitch.

Proofread it before sending and delete all the fluffy sentences and words.

If you don't get quick responses from editor, wait for one week (they get a number of pitches) and then follow up. D

Don't irritate the editor, one follow up email is enough.

You just accessed the most important part of your guest blogging campaign.
Pat on your back! :D

Guest Post Email Pitch Elements

Guest Post Email Pitch Elements

To

Subject

#1. Craft a STRONG subject line

Hello __ #2. Include editor name

#3. Strong opening paragraph

#4. Tell the editor clearly what the readers
will learn from your story

#5. Show your expertise

#6. Finish it with a short and
clear conclusion

#7. Optimize your email signature