NAMS

Novice to Advanced Marketing System

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As the name suggests, "guest blogging" means writing a blog post for publication on someone else's blog rather than your own. It's a strategy to get new readers to your site that's slightly more arduous than other methods such as posting on social media or getting backlinks, but it's well worth the effort.

There are three key advantages to guest blogging:

- ✓ You position yourself as an authority. While running your own blog can help you establish your expertise, appearing as a guest author on a well-known blog garners you much more credibility. It's easy to start and run a blog, but with guest posts, you appear as a real published author.
- ✓ Guest posts draw traffic to your website. When a guest post is published, you'll usually see a spike of traffic to your site that will die down in a matter of days. A regular routine of publishing guest blogs ensures that you'll drive a great deal of traffic to your site regularly.
- ✓ Most importantly, guest blogging gains you new readers. Rather than casual web surfers or Google searchers, these are targeted readers who are likely to have an interest in your blog if you write guest posts for blogs relevant to yours.

As we said at the very beginning, guest posting requires some effort and for best results, it should be an ongoing part of your blogging routine. In this bonus report, you'll learn how to choose the right blogs, approach them, write for them, and expand your audience even further by accepting guest posts on your own blog.

Researching – Where to Find the Best Blogs for Posting

Since guest blogging takes some time and effort, you need to choose the blogs you'll publish on carefully. The time you spend researching them beforehand will save you time later.

You should look for blogs that 1) are relevant to your audience (in other words, your potential audience members are spending time there already) and 2) have a high amount of engagement. This second point is less important than relevance, but if you can find a blog that has a large, active readership sharing its content, commenting, and otherwise highly engaged, this is a huge bonus. Obviously, more readers equals more potential readers for you.

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Here are some ways to find good blogs to write for:

Bloggers You Know Personally. Reach out to any bloggers you know or have already interacted with. They are the most likely to offer you a guest spot and since you already know them, the pitch will be much easier.

Blogs You Subscribe To. Are there any that you already subscribe to? The advantage here is that you already know what kind of content they like and who their readers are. See whether or not these blogs you read accept guest posts and find out what you have to do to write for them.

Look for Other Guest Bloggers. If you know some bloggers in your niche, Google search "guest blog post by (name)." This will show you blogs in your niche that accept writers like you.

Google Search. Choose keywords appropriate for your niche or topic and enter search terms into Google such as "(keyword) guest post," "(keyword) submit a guest post," "(keyword) guest post guidelines," "(keyword) contributing writer," and so on.

Social Media Search. In the same way as you did with Google, search for guest posts on social media. Many bloggers post links to their guest posts on social media. Start with Twitter and search using "(keyword) guest post." Try each social media platform you currently use.

Check out Forums. Many forums have special categories for guest blogging opportunities. Look at forums in your niche and see if they do. You can also Google search "(keyword) blogging community."

How to Approach the Blogs You've Found

Before you approach the owner of the blog, you should spend a little time researching. First, look at what kind of audience they are writing for. Is this your potential audience? Look at the content they write and ask yourself whether you could write something like it or something that appeals to the same audience.

Look at the posts on the site that are its most popular. Many blogs will feature their most popular posts. You can also look for those that get the most comments

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and engagement. This will give you insights into the audience, and also help you think of ideas for what you can contribute.

Look especially at the impact of other guest bloggers such as you. Which of their content has sparked the most engagement?

Making Your Pitch

Some blogs have guidelines for guest posts. They will tell you where to submit your ideas or posts, or how to go about the application process. However, on some blogs you'll see guest posts with no guidelines, which means you'll have to contact the owner directly. This is especially the case with smaller or newer blogs.

If you are willing to take the time to prepare, you can lay the groundwork for your pitch by becoming an active and engaged reader of the blog, and thus getting yourself on its owner's radar before you make the pitch. This will make it much easier.

Start building rapport with the blogger by commenting on their posts, sharing their content, and tagging them wherever appropriate. You can mention them in your own blog content and add them to your networks. Try wherever possible to interact with them in a genuine way. Then, when it comes time to make your pitch, you won't be a stranger.

Also before your pitch, make sure you review the guidelines carefully if there are any. You need to make sure your pitch is appropriate and follows the rules.

Make your pitch by emailing the blogger and including in your email:

- ✓ A short bio that explains who you are and what you do, along with a link to your blog and any other relevant information.
- ✓ A short explanation about why you think you would be a good guest blogger for their site. Use this to demonstrate that you understand their audience and style.
- ✓ Some samples of your work that show how you write.

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Create a Guest Blogging System

Since guest blogging works best when done on a regular basis, get into a routine. Decide how many guest posts you can publish per month. Turn your pitch into a template where you change it for each new blog you contact (hopefully you'll establish a relationship with some blogs where they'll accept regular submissions as well). Also, keep your eyes open for new blogs to write for.

Accepting Guest Blogs

It's a good idea to also accept guest posts on your blog. This will deepen relationships with other blogs and create an "I write for you, you write for me" type of relationship. Their posts will bring their readers to your blog as well.

The best way to do this is to reach out to other bloggers directly. Contact the bloggers you find through the methods mentioned earlier in the report and ask if they'd like to submit something. You can ask them to come up with their own ideas, suggest a topic, or mention a piece by them that you particularly liked. Give them any editorial guidelines you have such as word count, formatting, and so on.

In order to guest blog successfully, you need to take a bit of time to research and build relationships. But the benefits of getting your work in front of new readers are well worth it. Your first step now is to start researching blogs where you can post and start thinking of ideas for your first pitch.

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