

GUEST BLOGGING

Blueprint

How To Get More Clicks,
Customers & Cash From
Other Peoples Blogs



NICK JAMES

NOTICE: You Do NOT Have the Right To Reprint Or Resell This Course!

**You Also MAY NOT Give Away,
Sell Or Share The Content Herein**

© Nick James, eShowcase Inc. All Rights Reserved.

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

DISCLAIMER AND/OR LEGAL NOTICES:

eShowcase Inc.
10785 W Twain Avenue, Ste 229
Las Vegas, Nevada, 89135
+1 702 605 4149

Contents

Lesson One 5 Business-Building Goals For Guest Blogging (And Posts That Reach Them)	4
Lesson Two 7 Great Ways To Find Guest-Blogging Opportunities.....	10
Lesson Three Your Simple 4-Step System For Choosing A Topic And Title That Gets Attention	15
Lesson Five Writing That Wins: 5 Must-Dos For Creating Content That Is A Big Hit	30
Lesson Six ..5 Keys To The Perfect Pitch So Your Post Gets Published + A Template To Use.....	36
Lesson Seven How To Create The Perfect Bio That Builds Your Brand (And Your Clicks)	41
Lesson Eight The #1 Way To Get More Prospects From Your Posts	46
Lesson Nine Major Mistakes: 5 Things To Avoid Doing Because They Will Diminish Results	51
Lesson Ten 7 Business-Scaling Strategies To Grow Bigger With Guest Blogging... Recommended Resources	56 62

Lesson One

5 Business-Building Goals For Guest Blogging (And Posts That Reach Them)

Guest-blogging is hands-down one of the very best ways to drive traffic to your website to get more site visitors, subscribers and sales. Here's why:

1. It's free. Don't have a big marketing budget? No problem! You can start driving tons of traffic to your website simply by leveraging other people's blog audiences... and it's a 100% free traffic strategy.
2. It's effective. No matter what you're selling or which niche you're targeting, guest-blogging is a proven way to drive warm traffic to your website so you can help them solve their problems, reach their goals and / or enjoy their interests.
3. It's easy. Almost anyone can use this strategy – from beginning marketers to seasoned vets, this strategy is easy to implement and quick to see results. If you can write a blog post, you can do this.

Just so we are on the same page, let's define "guest blogging" ...

DEFINED: Guest blogging (sometimes known as "guest posting") is the process of publishing content on someone else's website. This is usually in the form of an article posted to a blog.

The basic steps for this process include...

- Finding guest-blogging opportunities that are a good fit for you.
- Crafting content that engages the audience and gets them clicking.
- Submitting your content and gaining approval from blog owners.

There are a number of other necessary steps within these three basic steps, but this is the basic framework for accomplishing your business-building goals with guest blogging.

Did someone mention “goals?” Let’s start by identifying five business-building goals you can choose, and how to create posts that help you achieve these goals.

Take a look...

Goal #1: Traffic Generation

Here’s one of the most popular goals, especially since **it’s measurable**.

The idea is to get the blog readers clicking links back to your website.

In other words, this is where you use guest-blogging to **generate traffic**.

You can send your traffic to almost any page on your website. You might send them to your own blog, to a webinar registration page, to an explainer video about your business, to a “free quote” page, and similar.

TIP: *Many guest-bloggers use this opportunity to send traffic to their lead page in order to build a mailing list – and that’s what I recommend that you do too.*

The best type of content for generating traffic to your site is GOOD content that **your audience really wants**. If they like what they see in your guest blog post, then they’re going to be eager to click over to your website to see what else you can offer them.

To that end, be sure to **do your market research, as well as study the guest-blogging platform**, to get a feel for what this particular audience likes and wants.

For example, if you see that the audience seems to engage on all the tutorial-style posts, then you’ll want to create your own tutorial. Or if people on the blog go crazy over tips articles, then that’s what you’ll want to create. You can also take note about what subjects routinely generate the most buzz and focus on these hot topics for your content.

In short, **give people what they want**, and it will be much easier for you to achieve your traffic-building goal because they will click through to your website for **more of what they want**.

***TIP:** Create an article series for best results. Post Part 1 on the guest blog, and then post the rest of the series on your own site. We'll talk more about this strategy later in this course.*

Next...

Goal #2: Authority/Expertise Building

Another common goal is to use guest-blogging to help build your expertise in a niche. You want someone to read your guest post and immediately recognize that you're an authority on the topic – someone that they'll definitely want to follow and listen to.

In other words ...

You want people to see that you know what you're talking about and realize that they want to know more of what you know.

To that end, the best type of content to help you achieve this goal is any sort of **fresh, in-depth content**. Typically, this would take the form of a tutorial or other similar how-to content.

You want your content to be fresh so that readers sit up and take notice.

For example, if you're creating a tutorial, don't just lay out the steps in the same way as everyone else in your niche. Instead, create a formula – such as a relevant acronym – where each letter of the acronym refers to one step of the process.

You also want your content to be in-depth, with plenty of tips, examples, case studies and similar. This is what helps position you as an authority on the topic, which will get people clicking on your links to see how else you can help the reader solve their problem.

In other words ...

Make your content stand out from that of your competitors who may also be guest posting.

Your objective is this: uniqueness and usefulness.

This is a content combination that always works. Always. When you present your article in a way that is original to you and provide plenty of actionable help towards a desired outcome, your authority and expertise will be better and further established.

Goal #3: Brand Awareness

Another goal you can pursue is to use content to build your brand. To that end, choose a content format that reflects your brand whenever possible.

For example, if your branding is based on producing results for busy people, then create content that's quick and easy to consume, and includes actionable tips people can put to work immediately. You can also include language in your content that speaks directly to busy people and emphasizes your specialty in serving busy people.

Also...

If you're working on brand building, **then don't guest blog occasionally**. Instead, get published often on guest blogs and other places in order to raise your visibility across the niche. The more people see your name and your branding attached to high-quality content, the easier it will be for you to obtain that "*top of mind*" awareness.

Goal #4: Link Building

Still another goal you can achieve with guest-blogging is link-building (for SEO purposes).

For this strategy, the main point isn't so much the type of content you create, but WHERE you place this content.

As such, be sure to choose **high-quality, established blogs**. If Google views this blog as an authority site, then you'll get the benefit of having a little bit of that authority passed on to your site via the link.

You'll want to review the blog to see what sort of content the editor favors.

For example, if there are a lot of listicles on the blog, then you might want to submit one as well. Or if articles with infographics seem to be really popular, then that's what you'll want to create too in order to increase your chances of your article being accepted.

Just be sure the content itself is fresh to appeal to both the editor and the visitors who will read it. And write longer, meatier articles, as Google tends to frown on "thin" content.

Goal #5: Preselling

One more common goal is to use your guest post to help presell a product (either your own or an affiliate product).

In order to achieve this goal, you need to create "*useful, yet incomplete*" content.

- It's "useful" in that it provides the readers with genuine help in solving their problems, reaching their goals and enjoying their interests.
- It's "incomplete" in that there is more help available in the form of a related offer which further explains or enhances the initial content.

A few really good pieces of "useful, but incomplete" content include...

1. Overviews of a process,
2. Tips articles,
3. Gear lists,
4. Tools (such as checklists) and similar.

For example, you might create an article with 10 tips for losing weight. One of these tips might be to use a meal-planning app... which gives you the perfect opportunity to recommend a good app.

REMINDER: Check the complete course on creating “*useful, but incomplete*” content that was given as a *Content Creation U* exclusive bonus with your Module Nine member downloads.

Let’s wrap this up...

YOUR NEXT STEP

Your assignment for this lesson is to decide what sort of goals you hope to achieve with guest blogging. However, you should **only choose one primary goal PER post.**

For example, you might decide on a presell post. That sort of post might naturally help you build your authority, but primarily you want to focus on preselling an offer.

Go ahead and decide your goals for guest blogging, and then I’ll see you in the next lesson.

Lesson Two

7 Great Ways To Find Guest-Blogging Opportunities

So, you've realized that guest blogging is a great way to help you achieve your goals, such as driving traffic to your site, preselling an offer, building your expertise and similar.

If you'd like to grow your business with guest blogging (and you do, or you wouldn't be reading this course ☺), then you're going to need to find guest-blogging opportunities.

And that's exactly what you'll discover inside this lesson, as we cover seven great ways to find places to submit your guest posts.

Let's get started...

1. Ask Your Existing Partners

If you're already working with marketing partners, affiliates and similar, then inquire with them about you guest-posting on their blogs.

Why start here? Because...

You already have a relationship with these folks.

Landing this sort of a gig comes down to letting them know what benefits they'll receive. In other words ...

- They get free high-quality content to publish which provides genuine benefit and value to their readers,
- You might throw in a link and shout-out from your platforms when the article is published, and
- You can even let them link back to you through an affiliate link so they earn a commission if one of their blog readers buys from you.

2. Do a Google Search

One of the best ways to quickly uncover a **large number of potential guest-blogging opportunities** is to search for them in Google.

In some cases, you can search for lists of potential opportunities that others have compiled. Here you'd search for your broad keywords (such as "gardening" or "dog training") alongside search terms such as:

- Best blogs that accept guest posts
- List of guest blogging opportunities
- List of blogs that accept guest authors
- List of blogs that accept guest content
- List of blogs that accept guest posts
- 10 blogs that accept guest posts

... And similar terms. You can uncover dozens of potential opportunities quickly when you search for these types of lists.

You can also search for individual blogs that accept guest content. Here you'd search for your niche keywords alongside search terms that indicate the blog may accept guest authors. These search terms include:

- Article submission
- Guest article submission
- Guest content submission
- Guest author guidelines
- Guest posting guidelines
- Guest blogging guidelines
- We accept guest content
- Article guidelines for guest authors
- Inquire about guest posting
- Inquire about guest content
- Use form to submit guest content
- Submit guest article for consideration

.... And similar search terms. Don't forget to search for these alongside niche keywords. E.G., "dog training guest author guidelines" (without the quotes).

***TIP:** You'll want to search for as many of these terms as possible, as doing so will help you uncover the greatest number of potential guest blogging opportunities.*

You'll need to sort through this big list to be sure you're only dealing with high quality blogs and reputable owners. More on that in just a few moments. But first, let's look at the next step...

3. Reach Out to Your Network

People on your blog, mailing list and social media platforms may be bloggers in search of content, or they may know someone who accepts guest posters.

Either way, you can reach out to your network by posting on these platforms and letting them know you're in search of guest-blogging opportunities. Be sure to ask your social media followers to **share your request** in order to help you reach more people.

***TIP:** In order to get the best response, be sure to provide details in your social media posts or other requests. What topics do you specialize in? What sort of content do you plan on creating? What sort of guest-blogging opportunities are you seeking?*

Next...

4. Go Local

Think about some of the relevant local businesses that have blogs and might be open to guest blogging.

For example, if you're writing about dog training, you might approach local veterinarian blogs to see if they'd accept guest posts about how certain problem behaviors (such as biting) might be due to a medical problem. Or maybe they will let you do an entire series about dog training just to provide some quality content for their clients.

This is an under-used opportunity to score some great guest blogging gigs without a lot of competitors.

5. Search for Guest Bloggers

If you've noticed that there are guest bloggers in your niche who seem to land multiple guest-blogging opportunities, then...

Search for their name to see where else they've posted.

So, instead of searching Google directly for guest-blogging opportunities, you're searching for people who've already taken advantage of these opportunities.

Then, you approach the owners / administrators of the same blogs about submitting your own content.

6. Check Online Blogging Communities

There are entire communities set up for guest bloggers who are searching for opportunities. You can uncover these communities with a Google search (e.g., "guest blogging forum" or "guest blogging group").

TIP: Be sure to choose groups that are large and active, as that's where you'll get the most help in finding potential guest-posting opportunities.

Finally...

7. Network Online and Offline

Still another way to find potential guest-posting opportunities is to network online and offline. Then you can propose a guest blogging joint venture.

For example, you might propose that you swap content – they create a guest post for your blog, and you do the same for them.

The key here is to **build relationships with these potential partners first**. People generally like to do business with those they know, like and

trust, so gaining that familiarity online or off will help you get more “yes” responses.

For example, you can talk to local people at niche meet-ups, or you can kick off a dialogue on social media with people who work in your niche.

Now, let’s get you started putting this to work...

YOUR NEXT STEP

Your assignment for this lesson is use the methods above to start compiling your list of guest-blogging opportunities.

Aim to get at least 20 blogs on your list (for starters).

NOTE: Don’t submit content to any of these blogs without first doing your due diligence. Your name is going to be associated with these blogs for some time to come, so you want to make sure you’re only submitting content to quality blogs.

To that end, check the following:

1. Is it a high-quality blog? Would you be proud to have your content published on this site?
2. Does it seem to have an active readership? Check the comment section (if enabled) and make sure they’re real comments from real people, versus spam comments from bots.
3. Does the blog owner have a good reputation? (Again, this requires a little Google research.)

If you can answer “yes” to all three questions, then it’s likely to be a good opportunity for you.

So, go ahead and compile your first list of 20 guest-blogging opportunities, and then I’ll see you in the next lesson.

Lesson Three

Your Simple 4-Step System For Choosing A Topic And Title That Gets Attention

In the last lesson, you learned how to find potential guest blogging opportunities. Once you've found several that seem like a good fit for your goals, then your next step is to decide on a topic and a title for your article.

Both of these items are extremely important to the success of this guest blogging venture.

1. A good topic and title will first catch the eye of the blog editor, which increases your chances of having your content published.
2. And once it is published, an in-demand topic and a compelling title will then catch the eye of your prospects, which will help your article get more reads, engagement and click-throughs.

In other words, the better the topic and title ... the better your results. That's why it is important that you spend an ample amount of time on this step.

It's not a finishing touch; it's a foundation.

Having stressed its importance, here's your four-step system for choosing a topic and title...

Step 1: Choose a Topic

The first step is to decide what you're going to write about. As always, your goal here is to choose an in-demand topic – the type of content your audience is **already consuming**.

Fortunately, you have plenty of research right at your fingertips. All you have to do is...

Go to the blog where you want to get published and spend some time reviewing their archived content.

This includes the content from the blog owner as well as any guest content. What you're looking for is which topics the blog owner tends to accept, and which types of content tend to be favorably received by the readers.

To that end, ask yourself these questions:

- Which topics are really popular on this blog? Look at what topics are not only published frequently, but also get plenty of comments, social media shares, linkbacks and the like.
- Do you see any gaps in these topics, such as one component of the topic (a subtopic) that hasn't really been covered that well on the blog?
- Do the favored topics on this blog seem to match up with your other market research? (E.G., are people purchasing content on these same popular topics?)

Going through this list of questions should help you create a small list of potential topics that you can write about, and these topics are likely to be well-received by the blog editor as well as the readers.

Next...

Step 2: Decide on a Format

Here we're talking about how you'll package your topic. Will it be in the form of a tutorial, a list of tips, an infographic or something similar?

1. The first thing to do is see what formats are popular on the blog in question. Can you detect any patterns? For example, do blog readers really seem to love listicles (list articles)?
2. Secondly, figure out the best format for your particular topic. For example, a list article might be a good choice if you want to share a bunch of tips with readers. And since you've already determined that readers like that format for an article, then you've got a winner on your hands.

Next topic...

Step 3: Determine How to Make Your Content BETTER

You don't want to just be a copycat and write a post similar to others already on the blog. You want to create something fresh. Indeed, you want to create something BETTER than the existing content.

For example, let's suppose you've discovered that tips lists are really popular on a particular blog. And you've noticed that most people share ten tips.

How can you improve on this content and get published?

Simple – you create a blog article with MORE and BETTER tips. You might share 15 tips, 20 tips, 27 tips – or whatever number you'd like to share.

Also...

You'll want to share FRESH tips. These shouldn't be the same tips that readers can find everywhere else. Share something new, even as simple as providing a **"twist" on a tried-and-true tip.**

Now the final step...

Step 4: Craft an Attention-Grabbing Title

It's a mistake to write your post first, and then put a title on it almost as an afterthought.

Instead, what you need to do is invest serious time in creating an attention-grabbing title. That's because your title can make or break the success of your entire article – if it's not compelling enough to make people click, then the rest of the article need not exist because no one will read it.

To that end...

Create your title by showcasing one to three of your article's biggest benefits.

These are the “*reasons why*” your prospective reader will want to read your article.

If possible, arouse curiosity as well. If people are curious about HOW they'll get those benefits, then they'll click and read the article to find out more.

For example, people typically think that they need to have a college degree in order to land a \$100,000 per year job. But what if your title tells them that's not true? You can be sure the ideal prospect is going to click on your guest blog post to find out how to do it. E.G., "How to Land a \$100k Job Even If You Don't Have a College Degree."

Let me give you a few examples of how to put these ideas to work:

- The Quick and Easy Way to _____. E.G., *The Quick and Easy Way to Get Rid of Tomato Hornworms*.
- X Mistakes _____ Make When _____. (And What To Do Instead). E.G., *5 Mistakes Parents Make When Talking To Their Kids About Sex (And What To Do Instead)*
- X Little Known Ways to/for _____. E.G., *Three Little Known Ways to Drop 10 Pounds of Fat Fast*
- How to _____ In Just _____. E.G., *How to Prepare A Great Sermon In Just 3 Hours*.
- How to _____, Even If _____. E.G., *How to Create a Profitable Blog, Even If You Flunked High-School English*.

One final note...

Don't create "clickbait" titles that attempt to trick readers.

Read. That. Again.

If the content is a letdown as compared to the title, you can be sure those readers are going to develop a negative view of you. So, create an attention-grabbing title, yes – but make sure there is a big payoff in the content itself.

Your content should always deliver what your title promises.

Now, let's wrap this lesson up...

YOUR NEXT STEP

Your assignment for this lesson is to pick one blog on which you'd like to get published and then read the archives to get a feel for what type of content the blog owners and the readers like.

Once you've done this research, then follow the steps above to:

1. Pick a topic for your article.
2. Pick a format (e.g., how-to, tips, listicle, multimedia article, etc.).
3. Choose a title.

Meanwhile, I'll see you in the next lesson...

Lesson Four

The Top Three Best Kinds Of Content To Create For Best Results (With Examples)

As you learned elsewhere in this course, the best piece of content you can create for your guest-blogging spot is one that's similar to the topics and formats that are already published on the blog.

For example, if the blog has several well-received tips articles, then you'll want to create something similar (yet better).

Now in some cases, it may not be clear what's popular. Maybe you can detect a popular topic – which is important – but you're not certain of the best format. In those cases, I suggest you pick from one of the three top kinds of blog content:

1. How-to articles.
2. Listicles (list articles).
3. FAQs (Frequently asked questions).

Let's look at each of these more closely...

1. How-To Articles

This is your classic step-by-step article, guide or tutorial.

For example:

- How to Refinish Your Kitchen Cabinets In Five Easy Steps
- How to Housetrain a Puppy in Just 72 Hours
- How to Plot a Bestselling Novel

Chances are, others in your niche have created the same sort of tutorial on the same topic. That's why you need to seek out ways to make yours unique.

One good way to do this is to take your step-by-step process and fit it into a relevant acronym.

For example, you might create a five-step U.L.T.R.A. marathon training formula, which is a step-by-step process for running an ultramarathon. Each step would correspond to a letter in the acronym...

Step 1 – the "U" – might be something like, "UNDERSTAND the demands of ultrarunning." And you'd continue on with each of your steps corresponding to the remaining letters.

You'll also want to make sure your how-to article is unique by inserting plenty of **tips, examples, case studies and more**. If you can share a tip that most people don't know about – or share a story or case study that's completely unique – you'll keep your prospects interested and reading.

TIP: *While list articles (discussed next) often have numerous entries, you want to keep step-by-step articles to single digit entries. It can be overwhelming (and a turn off) to see a title like this: "Your 42-Step System For Losing The Weight You Want." Yikes! Contrast that with "42 Tips For Losing The Weight You Want," and you'll see that one is incredibly desirable, and one is decidedly not!*

Here's the next type of content...

2. Listicles

This is an article where any information you share is formatted in the form of a list.

This format works great for sharing tips, secrets, hacks, ideas, FAQs, ways/methods, principles, strategies, resources and more.

For example:

- Six Secrets for Getting Into Your First-Choice Medical School
- The 10 Types of Lesson Plans Every Homeschooler Ought to Know About
- 42 Tips For Losing The Weight You Want (Without Starving Yourself)

You get the idea, right?

SIDE BAR: You may be most familiar with listicles because of BuzzFeed, which popularized the format. Typically, their listicles tend to be on the lighter side, and each entry on the list is accompanied by a GIF or other graphic. That makes these articles easy to read because there is a lot of white space, and engaging because of the high-quality list entries and the graphics.

To create a listicle, you'll want to walk through this mini-checklist...

1. Firstly, you'll want to determine the topic for your listicle. Check the blog on which you want your listicle to appear to get a feel for what topics are popular.
2. Secondly, decide the number of entries. Something from five to twenty entries tend to be the most common. (Although jumbo-sized listicles definitely stand out. E.G., "77 Ways To Get Free Traffic To Your Site."
3. Thirdly, you'll want to pick the "best of the best" for your list. For example, if you're sharing seven tips, then make sure these are seven of the BEST tips. Ideally, your list should include a few tips or other entries that people have not seen anywhere else.
4. Fourthly, it's time to create your content. This involves sharing your tip, idea or other entry in one succinct line. Then you'd explain and elaborate on the concept using one to two paragraphs.
5. Fifthly, insert relevant graphics (optional, but a nice touch). Typically these are GIFs, but you can use static images such as memes as well. For example, if you were sharing dog-training tips, you might share the popular meme of the dog looking out at the rainy day and deciding to do his business indoors instead.

While you can look at Buzzfeed for plenty of examples of listicles, remember that not all blog posts that are lists have to be light-hearted and graphic-heavy. They can also be seriously helpful and text only.

This will depend upon the topic you have chosen, the site you are posting on, and the goal you have set for your content.

There are lots of options for how you assemble these kinds of blog posts.

TIP: *Look at the lessons in this course for examples of how-to content and list-centric content. The previous lesson was a "how-to" tutorial ("Your Simple **4-Step System** For Choosing A Topic And Title That Gets Results"), and this current lesson is a "list" article ("The **Top 3 Best Kinds** Of Content To Create For Best Results").*

Finally...

3. FAQs (Frequently Asked Questions).

For this final entry, I'm going to take a small excerpt from *Types And Tactics* to provide some ideas...

NOTE: *Styles And Strategies* is a course that shares how to create ten of the most popular pieces of content. The unique "twist" for this course is that each of the lessons is written in the style of the type of content it is explaining. In other words... The how-to lesson is written in step-by-step format, the listicle is written as a list of entries, the FAQs lesson is written as a series of questions and answers, and so forth. Below is part of the FAQs lesson.

---- Begin Excerpt ---

No matter what niche you're serving, I'm guessing your audience has plenty of questions about a variety of topics in your niche. That's actually not a guess. It's a given.

One good way to provide these much-needed answers is by creating a FAQ (frequently asked questions) article.

Not only does a FAQ give you an opportunity to provide helpful answers to your audience's questions for free, you also get an opportunity to point to a paid offer where your audience can get additional help.

- Free content to help those who don't have funds in their budget to buy paid products (or don't need more help).
- Paid offers for those who do have the budget and interest for additional help through a product purchase.

That's a great business model. Giving and gaining. Helping and profiting. Making a difference and making a living.

Back to the point...

So, how do you make the most of your FAQ? That's what the following FAQ will show you how to do! Let's jump in...

HOW DO I CHOOSE A TOPIC FOR MY FAQ?

There are two things to take into consideration when choosing a topic:

1. What does your audience want to know about?
2. What do you plan to sell within the FAQ?

The first one is essential. The second one is optional.

The first (essential) point is to make certain that your FAQ is something of interest to your audience. If you're not sure what your audience wants, then invest some time in doing market research to figure it out.

TIP: A quick and easy way to do this is to check marketplaces such as Udemy, ClickBank, JVZoo and Amazon to see what types of infoproducts your audience is already buying.

If they're purchasing products on a particular topic, then they'll likely be interested in your FAQ on the same topic.

The second (optional) point is that you'll develop your FAQ around a product you want to presell - if that is applicable to your goals for this piece of content.

If you're creating a free piece of content that leads to a paid product, then what you'll do is ensure your FAQ is "useful, but incomplete."

That means it will help your audience make progress toward an outcome by reaching a milestone while promoting a paid product which further explains or enhances what they learned.

Let me give you an example...

1. *What does your audience want to know about? Let's suppose your audience wants to know about content creation. And because they*

need an ongoing supply of it, they are especially interested in shortcuts, systems and strategies for creating it quicker without sacrificing quality.

2. *What do you plan to sell within the FAQ? Let's suppose you plan to sell PLR (private label rights) licensing to a package of content that works well for most content creators in your market.*

You could create an FAQ article about using PLR as a major time-saving shortcut for content creation. You could answer questions like: what is PLR, why is PLR a shortcut, how do I use PLR, what should I look for in PLR. Then, end with: where do I find quality PLR? This would lead perfectly into a promotion for your own PLR content.

Your audience gets a valuable piece of content for free (that genuinely helps them understand and use the shortcut for content creation) and are offered a paid PLR offer that aligns perfectly with what they just learned.

Do you see how this works?

Combine the answers to the two questions, and you'll have your topic.

HOW DO I GATHER QUESTIONS?

You can gather questions in multiple ways. Check out these ideas:

- See what questions your audience is asking on sites like JustAnswer.com, Quora.com and Yahoo! Answers.

- Check your email to see what your audience is asking about.
- Browse the comment section on your blog and your competitors' blogs to look for questions.
- Review popular social media posts in your niche to see what people are talking about and asking about.
- Check niche forums and groups (such as Facebook groups) to see what people are asking about.
- Ask your audience to submit their questions directly to you.
- Look at other FAQ articles and other blog posts for ideas. (Look for ideas, don't swipe other people's content!)

You can also create your own questions, even if you haven't seen anyone ask it.

For example, if your market research shows that a particular topic is really popular, then just create a question so you can discuss the topic. E.G., "What's the quickest way to lose 10 pounds?"

Another benefit of creating your own questions is that it gives you an opportunity to provide a vital piece of information that your audience didn't know to ask about.

HOW MANY QUESTIONS SHOULD I INCLUDE IN MY FAQ?

This depends largely on how you intend to use and distribute the FAQ. Generally speaking, however, your FAQ should be at least three to five questions. If you're covering a topic extensively, you may have a dozen or more questions.

For example, you might post a very narrow, targeted FAQ on social media, you may post a mid-length FAQ on your blog, and you may distribute a longer FAQ via a downloadable (PDF) report.

The number of questions you include is simple...

The minimum amount that will enable you to accomplish your goal.

---- End Excerpt ---

Now let's wrap it up...

YOUR NEXT STEP

Your assignment for this lesson is to review the three types of content (how to, listicles and FAQs), and come up with two or three content ideas for EACH type.

NOTE: before you start brainstorming, it's a good idea to have a specific blog in mind. Then you can review that blog's existing content so that you know what types of topics are popular.

Lesson Five

Writing That Wins: 5 Must-Dos For Creating Content That Is A Big Hit

Let's imagine for a moment that your article has been accepted and is now published on the blog.

On the day it's published, you rush to check your traffic stats. You're expecting a rush of traffic and newsletter sign ups from people who clicked through from your guest post to your lead page.

And instead of clicks you get... crickets.

You check the blog to be sure your article was indeed published. You check the links to be sure they're working. You know this is a topic that this audience is sure to love. So then you just have to wonder... *what happened?*

Chances are, you missed one of the five "*must dos*" listed below for **creating content that's a big hit**. But the good news is that you can completely avoid the sort of scenario described above by following the tips listed below...

Must-Do #1: Be Sure the Content Serves a Purpose

You know how some people seem to talk because it almost seems like they're in love with their own voice and whatever comes out of their mouth? Same is true of some writers.

They write because they seemingly think every word is gold.

And maybe a reader will read this sort of content... for a few seconds, anyway. But if your content doesn't get to the point and start serving a purpose, you're going to have readers bailing out left and right.

Let's take a quick look at what writing that IS gold looks like... Generally, your content should serve one of the following three purposes:

1. It helps readers solve a specific problem. E.G., *"How to Get Rid of Back Pain in Three Easy Steps."*
2. It helps readers achieve a specific goal. E.G., *"Five Little-Known Tips for Training for Your First Ultra-Marathon."*
3. It helps readers better enjoy an interest. E.G., *"A Simple Trick for Improving Your Golf Drive."*

In all cases, your content is going to help the reader with part of their problem, goal or interest... and then at the end of the article, you'll point them to a freebie that will...

- Further help them with the same thing your blog post did, or
- Help them with another part of the same problem, goal or interest.

NOTE: *Instead of sending readers to a free offer, you can, alternatively, promote a related paid product. It is generally preferable to send readers to something free so you can convince them to join your list before promoting a paid product. This will enable you to begin and build a long-term relationship with them (once they are on a list) rather than attempt to get them to buy from you and perhaps never hear from them again.*

Must-Do #2: Offer Actionable Information

Another characteristic of good content is that it provides actionable information. It's not something that people just read and contemplate. Your content should have enough detail that people can put into practice the tips or steps to help them achieve their goal, solve a problem, or better enjoy a hobby.

In other words, your content should...

Help the audience make progress toward their desired outcome by giving them a concrete step to take.

Every guest blog post should in some way help the audience move closer to what they want to achieve. Your job is to facilitate movement between the “before” and “after” stages of their journey.

***TIP:** For best results, offer “quick wins.” This is actionable content that the reader can put to work fairly quickly and/or see results fairly quickly. If you can offer tips that take as little as a few minutes to implement, you’ll have readers who will be eager to read through your entire content – and then click through to see what else you’re offering.*

The bottom line is this: if there isn’t something the readers can do in order to use your content, then your content isn’t useful.

Make sure this step (offer actionable information) builds upon the first step (be sure the content serves a purpose) by giving readers suggested ways to implement your content.

Must-Do #3: Add Value to Your Content

Another way to create content that’s a big hit is to add a lot of value to it.

For example, let’s suppose you’re offering a tutorial on how to set up a Facebook ad campaign. The typical guest blogger might share the steps and call it a day.

But you want to provide more value to your readers. How can you do this for the above example and for any type of content you may create in the future? Here are some ideas...

- Insert plenty of tips and examples to help clarify each step.
- Offer a mini-FAQ in the content.
- Share troubleshooting information.
- Provide a list of mistakes to avoid.
- Share dos and don'ts.
- Provide tools as appropriate, such as checklists, cheat sheets, worksheets and similar.
- Insert relevant graphics, especially useful ones such as an illustration or photo demonstrating what you're teaching about.

Obviously, you don't need to (nor would you want to) include all those items listed above in every article. However, whenever you're creating content, look at that list and think about what else you can share to make your article more valuable.

Must-Do #4: Create Engaging Content

This is a big one: you need to make your content easy to read and engaging. Because if you don't, then people aren't going to read your content – even if you're sharing some of your best tips and advice!

To that end, follow these tips for creating more engaging content:

- 1. Use a conversational tone.*

Imagine you're writing to a friend and share your information using the same overall friendly, personal, casual tone. Unless there is a reason to do so, don't get overly technical or wordy as this tends to get boring and hard to read very quickly.

- 2. Share humor, where appropriate.*

But do so sparingly, and ensure you understand your audience before you attempt to make them smile or laugh. When sharing

humor, be sure to consider the impact of what you share and discard anything that might be offensive.

3. *Connect with the feelings of people.*

You can do this by telling stories that they can relate to, such as an inspirational story of someone overcoming the same problem as they have. Or you can show someone that you really understand and empathize with their problem.

TIP: While you can engage people emotionally in a positive way – such as with a heartwarming story – don't manipulate people or play mind games.

4. *Format for readability.*

Use short sentences and paragraphs, and overall be sure there is plenty of white space. If someone sees your article, and it LOOKS like it's hard to read – such as if they see a huge block of text – they probably won't even put in the effort to try reading it. So format for readability and use **bold font**, HEADLINES, *italics* and similar to emphasize the most important points in your content.

NOTE: Just don't overdo it – if everything is highlighted, then nothing is highlighted.

Now the next tip...

Must-Do #5: Share Something Unique

I've mentioned this in passing elsewhere in this course, but now I want to emphasize it: share something unique.

This means sharing your content in a unique way (such as turning a how-to process into an acronym, as I mentioned in a previous lesson) or sharing content that's unique. This content may include...

- Exclusive tips,
- Personal stories,
- Unique case studies,
- Original examples, and so forth.

Did you spot the keywords in those entries? Exclusive. Personal. Unique. Original. What that means is simply this...

The audience is hearing it from you and nowhere else.

Every guest blog post you create should have some kind of exclusive, original part to it. Even if you share the same basic information and ideas that many other people do, what will cause your content to stand out is adding in something that's different than everyone else.

For example, while other people may tell stories in their content, no one is telling your unique stories. And the same with case studies – while others may do case studies, your case study and its results will be completely unique.

Now, it's time for...

YOUR NEXT STEP

Your assignment for this lesson is to review the five must-dos we just talked about, and check your current piece of content to see if it includes all five. If not, tweak the content as needed to make it more useful and more engaging.

Lesson Six

5 Keys To The Perfect Pitch So Your Post Gets Published + A Template To Use

You've got a great article on hand and ready to go. Now you need to pitch it to the blog editor and see if he accepts it. The following five keys and a tweakable template will help you get the results you're seeking.

Key #1: Adhere to the Article Guidelines

The very first thing you need to do is check the blog owner's guest-posting guidelines.

Read them once, read them again to be sure, and then follow them to the letter.

Even if a rule seems a little silly to you, follow it anyway.

Here's why...

Some bloggers with the niche's biggest and busiest blogs get a LOT of article submissions. Oftentimes they use a quick and easy way to sort through submissions: **they check that the submission followed their guidelines.** If not, the submission goes in the trash.

For example, maybe one of the guidelines says to copy and paste the article into an email, but do NOT send any attachments. If you send an attachment, you can bet your submission will be trashed.

Key #2: Let Blog Owners Know the Answer to "WIFM?"

When you write a pitch to a blog editor, you'll likely be thinking about how much you want to get published on this site, how it would really give your business a boost, and so on.

You're thinking about you.

Before you actually craft your pitch, you need to erase all of that from your mind. Instead, you need to **focus on how the blog owner (and their readers) will benefit from your content.**

As you contemplate your pitch, ask yourself why the editor should publish your particular piece. What makes it so useful? Why would it add so much value to the blog? (If you can't answer this, then tweak your article so that it WILL be a valuable addition to any blog and welcomed by readers in the niche.)

Now here's something related...

Key #3: Consider Tossing in Extra Perks

If you're approaching someone who owns a blog on which you'd really like to get published, then you may consider tossing in extra perks. That is, what can you offer this blog owner other than free content?

Here are examples of the types of perks I'm referring to:

- You promote the article on your platforms (social media, blog, newsletter list).
- You give the blog owners a shout-out on your platforms by endorsing them and telling your readers to subscribe to their blog, join their newsletter, etc.
- You use the blog owner's affiliate link in any promos you include in your content.
- You offer the article as 100% exclusive content that will only ever appear on this particular blog.
- You give free products to the blog owner. E.G., if the blogger is into fitness, and you sell a fitness app, you might give it to the blogger for free.

And similar perks. Think about what you can offer and what the blogger really wants – wherever you see overlap, that's a potential perk to offer.

Key #4: Demonstrate Quality

In some cases, blog owners or editors may ask you to send a query (NOT a completed article). In that case, you may want to show the editor the type of content you're capable of such as by linking to your own blog, or a portfolio of some of your best work.

You want to show editors that you'll engage their readers, add value to their blog, and generally make a positive impact on their business.

Remember, **it is a privilege to speak to someone else's audience.** When a pastor yields his pulpit to someone, a conference organizer invites someone to her stage, or a blog owner allows a guest to post, they are entrusting their audience to someone who they want to serve their people well.

You need to prove that you are someone who will do just that: serve their people well by providing amazing content that will be of real value to those who read it.

Next...

Key #5: Build Relationships With Editors

Whether a blog editor accepts or rejects your request, you need to be polite, be professional, and then start working on building a relationship with that editor.

If you keep your name in front of the editor, she is more likely to publish your future submissions too.

Think about it...

If the editor has a few different submissions that look pretty good, which one do you think she'll choose: the one from a total stranger... or the one from you, the person they recognize?

That's right, they're going to choose the one from you, the person they recognize. That's because blog editors, like everyone else, like to do business with those they know, like and trust.

Now let's pull all this information together...

Example Template For Pitching Your Post To A Publisher

Now that you know the basics of creating a pitch, let me share with you a template. Feel free to tweak and use this template for your pitch.

Subject line: Guest posting inquiry

Hi [Name],

My name is [Your Name], and I'm writing today to inquire about guest posting on your blog.

I've been following your blog for some time, and you provide the absolute best information on [topic]. I particularly liked your recent article on [insert specific topic – one that the blog owner wrote], especially since [insert a line about what you liked about this article, specifically].

It looks like your readers really loved that article which makes me confident that they'll really love to learn about [the topic of your article]. And since that's my area of expertise, I've drawn up an article called, [insert title], which is all about [insert overview].

You can see it [at the bottom of this email, in the attachment, at a link, etc.].

I think this would be a great addition to your high-quality blog, and it would be really valuable to readers who are [looking to solve a problem, achieve a goal or better enjoy a hobby].

Please take a moment to reply now to let me know your thoughts – I'd love to hear them!

*Cheers,
[Your Name]*

[Your Business Name]

[NOTE: if you decide to offer an extra perk, you can mention it in the P.S. or in the body of the article, your choice.]

Again, this is just an example for you to tweak. In some cases, you won't even need a "pitch" because the publisher has specific guidelines which don't require a note from you.

As always, follow the guidelines.

YOUR NEXT STEP

Your assignment for this lesson is to choose a blog, an article you'd like to submit to that particular blog, and then write a pitch to the blog owner or editor. Be sure to personalize it like the example where you point out something you really like about the blog. (Don't choose something from the first page – dig deeper to show you've done your homework.)

NOTE: Of course, always, always, always be truthful. Don't tell someone you've been following them for a long time if you haven't, and so forth.

Lesson Seven

How To Create The Perfect Bio That Builds Your Brand (And Your Clicks)

You've written your guest article. And if you do say so yourself, it's pretty good. ☺ Now you just need to craft the "*author bio*," and you'll pretty much be done.

Seems simple enough, and yet most people don't know how to craft an effective bio. If you want to get more clicks and build your brand, then check out these tips and best practices...

1. Study the Blog

Before you begin crafting your bio, consider where it's going to appear. Specifically...

*It's going to appear on a particular blog,
right below your article.*

What you want to do is consider the overall "tone" of the blog. Take note that your article as a whole should also match the blog tone, and then your bio should be a natural extension of this tone.

For example, if the blog is really light-hearted, then your bio may be somewhat lighthearted as well. If the blog is quite serious, then your bio should be serious as well.

The point is, you don't want someone to have a disconnect when they move from reading your article (and other articles on the blog) to reading your bio. As such, try to match your bio's overall tone with the overall tone of the blog.

Next...

2. Don't Make It All About You

Just because it's referred to as the "*author bio*" doesn't mean it should really be all about you. In other words, you don't want to go on and on about how you like going for walks with your dogs, running marathons, and spending time with your family.

This is a piece of content for business purposes, not a dating profile.

Sure, to some degree it will be about you. These small points about you will help build your brand and establish credibility.

For example, you might share how long you've been getting good results in the niche. While these statements are about you, the point that they provide proof to readers that you know what you're talking about.

Are you tracking with that?

It's about who you are in context with how you can help who is reading.

Examples...

- You're a travel expert who can help people take vacations on a budget because you've been doing it for twenty years.
- You're an accomplished ultramarathoner who coaches others to run their first ultra or set a PR if they have already run ultras before.
- You're a mom who has home-educated three kids from pre-school all the way to graduation and have a treasure trove of resources to share with other homeschoolers.

Even though your bio is about you, it's really about the reader. You establish your credibility in context with what that means in terms of helping the blog audience.

Here's the next step...

3. Pick One Goal

The key here is that you should select one goal for your bio, and then create your bio around that one goal.

A mistake is to "link dump" in your bio.

A lot of marketers drop links to all their social media profiles, their blog, their newsletter, and maybe even an explainer video. They basically point to all the possible ways that a prospect may follow them, communicate with them, or read more about them.

The problem is, all those links can be **overwhelming and counterproductive**. When there are too many choices, oftentimes it ends up that the prospect **doesn't click any of them at all**. That's why you need to choose just one goal.

NOTE: *the most common and effective type of goal is to send people to your lead page to opt-in to receive a lead magnet (which may be "Part 2" or an enhanced version of the article the person just read, or a related resource).*

Next step...

4. End With a Call to Action

Once you know what your goal is, and you create a bio around this goal, then you can end your bio with a call to action.

DEFINED: *A call to action (CTA) is a specific statement where you tell people exactly what to do next (e.g., "click here to get your free report").*

If possible, you should also include a good reason why they should take this action now.

What sort of good reason? Examples:

- You're offering a lead magnet or other freebie that's only available for a limited time.
- You're offering a bonus alongside your lead magnet, and this bonus is only available for a limited time for free.
- A reminder that if the person does NOT take action, they're going to be dealing with the same problem tomorrow.
- A reminder that if the person DOES take action, they'll be on the path to getting better results.

... And similar reasons.

Scarcity type reasons ("this offer ends soon" or "the last day to order for it to arrive before Christmas is") tend to have the biggest impact on conversion rates.

SIDE BAR: Always tell the truth. If it's not ending soon, don't say it is. If it's not limited to the first X number of people, don't say it is.

However, if you don't have a limited deal, then you can remind prospects that the sooner they get started, the sooner they can get the results they are after.

5. Review This Example

Most bios are only two to four lines long, so you need to make the most of the space. Check out this example, and then we'll briefly analyze it.

"Jane Doe has spent the last 21 years home-educating her children. When homeschool cooperatives need to train parents, they turn to Jane. And now you can too – for free! Click here to download The Home Educators Guidebook for free – but hurry and get your copy now before Jane starts charging for it again..."

As you can see, the first two sentences establish credibility. The second sentence also offers social proof – readers will think, "If homeschool cooperatives listen to Jane, then maybe I should too." The third sentence builds anticipation and lets readers know they can get something for free.

The fourth sentence is the call to action, which gives readers a reason to take action now (the report may not be free for much longer).

Now, let's wrap this up...

YOUR NEXT STEP

Your assignment for this lesson is to craft one bio. Since you need to match the tone to a specific blog, it's a good idea to have a blog in mind when you craft this bio.

Naturally, once you have a good bio in place – and it's getting good results on blogs – you can tweak it slightly as needed.

For example, many of your articles are going to point to different lead pages (with lead magnets specific to the article the person just read), so you'll need to make those tweaks.

But if the overall bio is getting clicks already in the real world, then make these changes carefully so as not to diminish the response rate of your bio.

Go ahead and work on your bio right now... meanwhile, I'll see you in the next lesson...

Lesson Eight

The #1 Way To Get More Prospects From Your Posts

In the last lesson, you learned about crafting an engaging, effective author bio/byline. And as you also learned, it's a good idea to point people towards your lead page. You may recall that I also mentioned that you can give away "Part 2" or an enhanced version of the article the prospect just read.

That last part is important, and it's what this entire lesson is about. Namely...

The #1 way to move more prospects from your guest post to your mailing list is by offering "Part 2" as a lead magnet.

Makes sense, right? The prospect liked your guest article so much that they read the entire thing, and now they're even reading your byline. They'll be eager to get as much information as they can on this same topic, so offering them "Part 2" in exchange for an email address is a brilliant way to build your list.

Here's how to do it...

Step 1: Plan Your Lead Magnet and Article Together

As you can see, this strategy requires you to plan your guest blog article and your lead magnet at the same time.

That way, the two are closely linked so that anyone who enjoyed your blog article will want your lead magnet.

But that's not all.

While you're planning your lead magnet and article, you'll also want to plan out your PAID product – this is whatever you're selling from within

the lead magnet. Your goal is to make sure all three of these pieces work well together in your sales funnel.

Look at the pathway...

1. A blog reader finds your post helpful and reads about a related free offer in your bio.
2. The reader clicks through the link in your bio and joins your list to receive additional help through your "part 2."
3. Your paid product is offered to the reader in the "part 2" content and in follow-up emails.
4. The reader (now your subscriber!) loves your two free pieces of content and decides to purchase your paid product for your premium help.

Let's look at an example...

Step 2: Consider Your Options

The next step is to determine exactly how you'll implement this strategy. Here are a few options:

1. Offer Part 2 of the Article. This may be another article or a longer piece of content such as a report.
2. Offer an Enhanced Version of the Article. You might offer a video version of the article or a well-designed PDF version.
3. Offer the "Next Step" in the form of a Tool. If your article just taught someone how to do something, then you might offer a tool that makes this process faster, easier or better.

For example, if your article explained how to craft attention-grabbing sales letter headlines, then you might offer a set of headline templates.
Let me explain some of these options...

If you're offering "Part 2" of the article, you'll want to make this second part **longer and more valuable**. That's because people are going to be giving up their email addresses for it, so you need to make it worth their time.

Example #1: If your guest blog post shared 10 tips, then your "Part 2" may share another 20 tips.

Example #2: If your guest blog post shared in-depth instruction on "Step 1" of a process, then your lead magnet may share all the remaining steps.

Now the second point...

If you're offering an enhanced version, **don't just offer the exact same content in video form**. Instead, the video should demonstrate something specific, while also offering additional tips and instruction. (And your bio and call to action need to make clear that this version does indeed provide extra value.)

For example, let's suppose you wrote an article about how to teach a dog to walk nicely on a leash. You can then create a video that demonstrates how this is done, along with offering additional tips to add value.

Think of it this way...

There should be an escalation of content.

The paid content is bigger and better than the lead magnet ("part 2") and the lead magnet is bigger and better than the blog post.

But that blog post must still be fantastic in its own right...

Step 3: "Wow" Them With Your Article

In order for this strategy to work, you need to make sure you're delivering a useful, engaging, high-quality article.

If your article doesn't knock the readers' socks off, then they're going to have no interest in clicking on your byline to get your freebie.

Please check the relevant lessons in this course for information about how to create an engaging article.

Step 4: Plant Seeds in the Article

Where allowed (check the article submission guidelines), you'll want to mention your freebie within the article itself. And if the blog editor allows it, you may even link to it from within the article, and then reiterate your offer again in your byline.

In other words, your byline shouldn't be the only place you mention the freebie.

You'll get a higher conversion rate if you mention it twice – once in the article and again in the byline.

This doesn't mean that you aggressively push the freebie. Instead, just mentioning it and building anticipation for it will work nicely.

Let's go back to the example where your article teaches people how to walk their dogs nicely on a leash, and your freebie is an enhanced version of this article – a video that demonstrates the strategy, while offering additional tips. (Think of this as an enhanced "Part 2.")

For this example somewhere in the middle of the article, you might say something like this:

"You need to project a calm, confident energy to your dog. Check the video link at the bottom of this article where you'll see multiple examples of what this looks like. You'll find out how to stand with the right posture, what to do with both of your hands, and more..."

As you can see, this example lets readers know a video link is coming, it tells them where the link is (in case they start skimming), and it builds anticipation for what's inside the video so they'll be eager to watch it.

Isn't this exciting? Let's get you working on it yourself...

YOUR NEXT STEP

As you can see, this is a great strategy to boost your newsletter sign-ups. As such, your assignment for this lesson is to plan out three pieces of content:

- Your guest blog article.
- The specific lead magnet to go with that article.
- The item you're going to sell from within your lead magnet.

Be sure that all three of these items fit together nicely.

Go ahead and plan out these pieces for at least one guest-blogging opportunity. And then I'll see you in the next lesson

Lesson Nine

Major Mistakes: 5 Things To Avoid Doing Because They Will Diminish Results

At this point, you've got a good handle on how to use guest-blogging to grow your business. But before you go full-steam ahead, let's take a moment and talk about some of the most common mistakes you can make that will diminish your results.

Here are the top five in no particular order...

Mistake #1: Failing to Follow-Up

Most blog owners have comments enabled on their blogs. As such, when you do guest-posting, then you can expect that people are going to comment on your article. You need to make sure you engage and follow-up with these commenters **by joining the discussion**.

***TIP:** You can specifically encourage engagement by asking a question at the end of your post. For example, at the end of an article where you share an opinion, you might ask, "What do you think?" Or at the end of a tips article, you might ask, "What's your favorite way to [get a good result]?"*

As you engage with people in the comment section, you can answer their questions, thank them for any insights they share, and generally join in to keep the discussion going.

By doing this, you show there's a real, caring person behind the article, which makes it more likely people are going to click on your links.

Mistake #2: Not Testing and Tracking

A second major mistake is to not test and track your guest-blogging efforts. If you fail to do this, then **you're only guessing what works**.

Namely:

- You're guessing which blogs produce the best results for you (click throughs, sign ups, sales, etc.).
- You're guessing what type of content is most popular.
- You're guessing what type of titles capture attention.
- You're guessing what sort of call to action works best.
- You're guessing what sort of offers your audience respond to the best.

Be sure to **use tracking links with your calls to action** so that you can keep track of what works for you.

Mistake #3: Targeting the Wrong Blogs

Another common mistake is to target the wrong blogs. This includes:

1. Targeting blogs that aren't in your niche. While you may get a few clicks here and there when you target the wrong blogs, it's simply smarter to pursue highly targeted blogs, as this will deliver higher-quality traffic to your site.
2. Targeting low-quality blogs. Your name is going to be associated with any blog on which you're published, so be sure to target only high-quality blogs.

Aspiring guest-bloggers tend to target the wrong blogs because there may be blogs where it's easier to get your content published.

But you're wasting your time pursuing them even if you get published. Focus on high-quality niche blogs instead.

Mistake #4: Sending a Bad Pitch

Many bloggers send out "cookie cutter" pitches to every blog they submit to, but a blog owner or manager can spot these a mile away. It's better to

personalize your pitches to show the blog manager that you understand **their blog, their audience, and their goals**.

Also...

Be sure to spend time proofing your pitch before you send it. If you send one that's riddled with errors or, worse yet, spells the blog manager's name wrong, your pitch is going to land in the trash without further consideration.

And finally...

Mistake #5: Not Keeping Good Outreach Records

The fifth mistake that can get you in trouble quickly is not keeping outreach records.

Sure, when you first start out with guest blogging, you may be able to remember the handful of blog managers you're contacting. But once you've contacted several dozen, it all becomes a blur.

That's why you want to keep careful records that include:

- The name of the blog.
- Contact information.
- The name of the person you contacted.
- The name of the person who wrote back (if different from the person you contacted).
- Whether your post was accepted (and which post it was).
- The results you received if your post was published.
- If your post was rejected, what did the contact person say?
- Any other notes about your conversations with this person (e.g., tips for getting published, or even personal information about the blog manager – you can reference this information in the future to build a bond).
- The dates of contact, especially the last time you submitted content.

If you write everything down and keep careful records, then you won't accidentally contact someone again who previously told you (for example) that they're not accepting blog posts. These notes will also help you **improve future submissions** such as if a blog manager gives you a list of topics that they're currently accepting for blog posts.

Good notes also let you **build relationships more quickly**.

For example, if a blog manager apologizes for a delayed response because they just had a baby, then in your next contact, you can ask how the baby is doing. In other words, use personal touches to build bonds.

These are bad mistakes that lead to bad results ... but you don't have to make them!

YOUR NEXT STEP

Your assignment for this lesson is to take a moment and review your guest-blogging strategy alongside these five mistakes. Do you see any potential pitfalls with your strategy? If so, what specifically will you do to avoid making these mistakes?

After you've done this review, then you can move to the final lesson...

Lesson Ten

7 Business-Scaling Strategies To Grow Bigger With Guest Blogging

Welcome to the final lesson. ☺

Throughout this course, you've been learning all the steps you need to take to start using guest blogging to grow your business.

Once you've got the basics down and you're seeing some results, then you're going to want to employ these advanced business-scaling strategies to grow your business even faster.

Read on...

1. Write Guest Posts Regularly

Many people who are new to guest blogging tend to do it sporadically. They get a few posts published, they get some good results, and then they sort of forget about it for a couple months. Then they get another post published... and again set the strategy aside for a while.

Instead, you want to do guest blogging on a regular and repeated basis. Here's why...

- Firstly, guest-posting regularly helps you grow your business faster. The more content you have floating around, the more traffic you get.
- Secondly, the more content you have published in your niche, the more likely it is people will recognize your name, your brand and your expertise. The next time they have a niche problem, they'll come to you first.
- Thirdly, guest-posting regularly also makes it easier for you to get future submissions accepted. You'll be able to build good relationships with blog managers, and you can point to your published content as social proof that you produce good work.

2. Promote Your Guest Posts

Blog owners and managers love getting good results from their guest bloggers in the form of more traffic, people sharing the content on social media, people engaging with the content, and so on. That's why you'll want to promote your own guest posts across all your platforms which will boost visibility and get better results for everyone.

Promote your guest posts in at least the following three ways (if applicable)...

- Announcing them on your own blog.
- Emailing a description and link to your lists.
- Sharing a link on your social media feeds.

Remember this...

Guest blogging is a joint venture.

It's an entry level JV project and partnership, but it's a joint venture nonetheless. Help your partner as they help you.

3. Create Infographic Posts

Infographic posts tend to take a little more time for most people since you need to create the text, develop the graphics for the text, and lay it out in a pleasing way. Indeed, you may even need to outsource this task if you don't have graphic design and layout skills.

So, you can see why plenty of people don't even bother doing this. And yet, infographic posts are some of the most popular and widely shared posts, which makes it well worth your time to create them.

If you want to get more visibility, more shares and more guest-posting gigs, then you'll want to create infographics.

***TIP:** If you don't have the skills to do it yourself, just go to fiverr.com or upwork.com to find someone to create them for you. Your one-time investment to have the infographic created can pay off dividends for months or even years to come.*

4. Get Introductions

Blog managers and editors for some of your niche's biggest and busiest blogs tend to have a lot of connections. Indeed, just look at who else is publishing guest posts on their blogs, who the blog is promoting and so on.

What you want to do is leverage the blog manager's connections by getting introductions to other blog owners and managers. Blog managers tend to give special favor to those to whom they're personally introduced as opposed to a stranger.

For example, let's suppose you just worked with a blog manager to get your post published, and everyone is happy with the results. You might drop the manager an email that says something like this:

"I noticed that [name of person] has done guest blogging on your site. Would you be able to introduce us?"

This can give you an "in" with another blog owner/manager that can score you additional guest posts.

Next...

5. Propose Deeper JVs

Yes, guest blogging is a type of joint venture as mentioned earlier, as both you and the blog owner benefit from the arrangement.

However, once you've done guest posting for a particular blog owner, you may propose deeper joint ventures (JVs).

For example, you might decide to do a webinar together, create a paid product together, or even just co-endorse each other on your respective platforms.

Your initial post can serve as a springboard to something bigger and longer-lasting.

6. Monitor Blog (and Social Media) Comments

As mentioned previously in the course, you need to engage with readers who comment on your blog. This includes comments that are posted directly on the blog, as well as comments on social media.

Now here's something else...

You'll want to monitor these comments carefully, looking for influencers in the niche.

That's because some of the people who comment on your guest post may be quite prominent in the niche. And indeed, some of them may have their own blogs that accept guest posts.

What you can do is drop these high-profile people a message that says something like:

Hi [First Name],

I noticed you commented on my blog post about [topic], so I wanted to reach out.

I clicked over to your blog and saw that you have a lot of great content there. The article on [some specific topic] was among the best I've seen on that topic.

One thing I noticed that was missing were articles on [specific topic]. I would love to share my article, [insert name of article], with your readers. You can see it here: [link to the article – should be an exclusive article, not one you've already published].

What do you think?

Look forward to hearing your thoughts.

*Cheers,
[Your Name]*

A big takeaway is this...

Always be looking for ways to leverage your guest blogging.

While guest blogging can produce big results for you by itself, it can often be scaled by looking for built-in opportunities such as these we've addressed so far.

Next...

7. Create Viral Content With CTAs

The final business-boosting strategy is to focus on creating viral content that will get both you and the blog owner more exposure. The infographic posts I mentioned earlier are one example of posts that tend to go viral. Listicles, short videos, and really good tutorials are other examples.

There are two keys to this...

1. The first key is to create something unique and ideally something that generates good feelings in the viewer. The viewer may be surprised to read a tip they've never heard of before, or they may get a heartwarming feeling reading an inspiring story.

2. The second key is to include a call to action in the content where you specifically call on viewers to share the content. E.G., "Your friends are going to love this as much as you did – click the social media buttons below to share it with them!" (This of course assumes that the blog does indeed have social media share buttons alongside or below each post.)

***TIP:** Do some research on the subject of creating viral blog posts. While most of the training and tips you will find are directed toward content posted on your own blog, it's easy to see how you can apply this to guest blog posts that you submit to others.*

Now a few parting thoughts...

YOUR NEXT STEP

Your assignment for this lesson is to start developing your "next level" strategy by reviewing what you just learned in this lesson and considering how you can best apply these strategies to your business.

And...

That concludes the *The Guest-Blogging Blueprint* course. I'm so happy you chose this course because I know it can make a big impact on your business.

That's why I encourage you to take action starting today to find suitable blogs, create content for them, and start submitting this content while building relationships with blog managers. Enjoy! ☺

Recommended Resources

Six Figures A Year In Information Publishing *Our best-selling book that shows you the four keys to success for setting up a simple \$100k+ a year business from the comfort of your own home. Get your copy for free at:*
www.SixFiguresAYear.com

Serious About Six Figures.com 12 Month training program which further explains how to produce orders, build your list, generate traffic, grow your income, create content and work less hours while still banking \$100k+ a year:

www.SeriousAboutSixFigures.com

One Letter From Retirement Some positive news for unprecedented times... You could be just one letter away from the end to all your financial worries... And here's exactly how to write it:

www.OneLetterFromRetirement.com

Lazy Way To Email Riches Can you click send? Then you can generate an instant income, anytime you want... even in a shoestring budget, and even WITHOUT a website. How? By dispatching simple emails from home... No office... No staff... And do it at anytime that suits you!

www.LazyWayToEmailRiches.com

Product Licensing Formula This is anything but average... It's a proven way of making money from home which no one else is talking about... Yet it can generate \$20,000 - \$40,000 per month and takes around 1 hour to do (just 2-3 days a week):

www.ProductLicensingFormula.com

Lead Magnet Swipe File

Magnets can either attract or repel... What are your lead magnets doing with your prospects? Most people take way to long to create lead magnets... Or they create lead magnets that flat out don't work. Here's how you can create them in minutes to attract new customers.

www.LeadMagnetSwipeFile.com

Make Cash Like Clockwork Calling all frustrated entrepreneurs – who else wants to forget selling low priced one off eBooks and make cash like clockwork instead?.... Using a passive income system that automatically deposits money into your bank account effortlessly every month?

www.MakeCashLikeClockWork.com