Make Money As a Guest Blogger

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~ Where to Begin ~

- Why do you want to be a guest blogger? Possible goals: income, links/visits to your blog/website/social channels, new audience/followers, credibility, byline, connections, etc.

- What content creation skills and interests do you have that could enhance a guest blog post? Examples: writing, video (on camera), video (editing), photography location, graphics, podcast/audio, social media, etc.

- In addition to the blog post itself, what value and support can you provide to the blog (e.g., cross-promotional partnership, sharing on social media)?

~ Before You Pitch Any Ideas ~

- Visit the blog (many people *don't* do this!)
- What is the blog's audience?
- Does the blog already publish guest posts? If not, how to proceed?
- Does the blog already publish content about fitness or whatever area you want to write about? If not, how to proceed?
- Look for Submission Guidelines, "Write for Us," etc. Read the ABOUT page.
- Follow the blog on social media and study its social posts.
- If possible, avoid the "cold pitch." Here's how…

~ How to Pitch A Guest Blog Post ~

- What makes a good blog post idea?
- How will the proposed post(s):
    1. Fit the blog's format and theme?
    2. Help the blog's readers?
    3. Benefit the blog (e.g., relevant content, cross-promoted social traffic)?
    4. Complement your authority on the topic?
- Timing is important: evergreen, seasonal, holidays, back to school/gym, New Year's Resolutions, pop culture, current events, etc. Some blog editors work with an *editorial calendar*.
- Intro and explain each post idea in about 75-100 words. Why this word count?

- Why you're qualified to write the post. Offer additional skill sets, if applicable.
- Conclude with a statement that reinforces your pitch, e.g., *Would your readers be interested in learning these tips for…?*
- Link to 2-3 of your published blog posts (guest posts or from your own blog).
- Write a compelling email subject line.
- For some blogs, it might be better to make an introduction first before pitching any ideas. Here's why…
- How to follow up

~ How to Write A Guest Blog Post ~

- Stay on point—one angle and one focused idea per post.
- Citing stats or research? Back it up with citations and sources.
- Very important for blogging: "Complete the Service."

~ Business of Guest Blogging ~

- Assignment letter that spells out what's expected
- Get a contract or blogger agreement. If there isn't one, write your own (and proceed with caution).
- Typical pay range

~ Blogs That Hire Guest Bloggers ~

- Google this: **"fitness" "write for us"** or **"fitness blog" "write for us"**
- Think beyond fitness blogs: wellness/health, nutrition/food, parenting, business, pets, travel, fashion, magazines, fitness merchandise, stores, apps, etc.
- Companies, products, apps or associations that you already have a connection to
- Websites that help you find blogs: _____

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