

# Attraction Marketing Online

## Checklist: How to Create Guest Posting Success

Enjoy your gift from me to you, my loyal and amazing reader!

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- 1. Develop the right mindset:** Make a decision to succeed with guest posting. Treat this strategy as the most powerful way to build your brand and promote your blog.
- 2. Have a passion for blogging:** If you're not passionate about blogging, it will reflect in your writing – not good for readers, your own or host blog's.
- 3. Study other guest posts:** This will help you to have an idea of how to approach writing a guest post yourself.
- 4. Decide on the niche:** Your goal should be to focus on a specific niche related to your blog, rather than trying to write for multiple and irrelevant niches. You want to generate targeted traffic and backlinks.
- 5. Search for authority blogs:** Be selective if you want quick results. I go for authority blogs with *20,000 or so* [Alexa ranking](#) – less than that it's even better! Generating links from **authority blogs** can boost your traffic and rankings.
- 6. Look for blogs accepting guest posts:** Not every authority or good blog accepts guest posts. I don't (not yet) and I'm bombarded with daily requests. Blogs which do, make it known through a page or widget. Look for that.
- 7. Become a reader:** Visit the blog(s) that you would like to write for regularly, leaving *valuable* comments to build the relationship with the blog owner. It will help your chances of getting your post(s) approved rather than if you were a complete stranger.
- 8. Engage with the blog owner:** Share their content, stay in touch with them on the social networks (following, "liking" and so on).
- 9. Study the host blog:** In order for your guest post to be tailored for the host blog, you need to study it and check out the previously submitted guest posts as well, to have an idea. Your research would include: content, writing style, categories covered and so on.
- 10. Write and find a blog?:** If you write a post and then look for a blog to submit it to, then you're setting yourself up for possible rejection. You must first find a blog and then write for them, after you have followed my tips ;).
- 11. Follow the guidelines:** Blogs accepting guest posts usually have guidelines posted on a dedicated page, outlining what they accept and don't. It's your

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responsibility to go through the details before writing and submitting your guest post to avoid disappointment.

**12. Write a kick-ass post:** Writing for other blogs is a perfect opportunity to show the universe what you're made of and how you can help others solve a problem and improve their business or lives. Go all out and provide the best content ever (not published anywhere else, not even on your own blog)!

**13. Recipe for acceptance:** If you want your guest post to be accepted right away, then you need to avoid using theories, writing about what every Joe Doe is writing about. Submit unique, original and valuable content with your own examples, proof and observations. Let your piece of work stand out! :)

**14. Go an extra mile:** Treat your guest post like your post on your own blog. Make the article attractive, appealing, interesting and engaging by using formatting, images or graphs where applicable. In addition, add interlinks where relevant.

I usually add my links and search for the host blog's. They can always add more of their own. I often get appreciative feedback from the blog owners for doing that. Don't plaster the entire post with your own links!

**15. Submit your awesome post:** Use the accepted submission method. You may be required to register for a contributor account at the host blog so you can write and submit for review from their admin panel. Alternatively, you may send it via a contact form on their blog or email (if you have the address).

**16. Dealing with rejection:** In case your post gets rejected, don't crumble and give up. It's not the end of the world.

A smart blog owner would give you the reasons for the rejection and they may give you some tips so you can modify and re-submit. Take their advice, they know better.

**17. Promote like crazy!** Again, treat your guest post like it's your own on your blog. Promote it on the social networks and everywhere else.

I also announce my newly published guest on my own blog and ask my readers, list, friends and followers to check it out and give it some love – they always do ☺

**18. Respond to comments:** The last thing you want to do is leave comments on your guest post unattended. Do your best to answer them, especially after the post gets published.

I have had my comments on other guest posts responded to after weeks! Not recommended. Also, treat the commenters with respect.

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19. **Engage with others:** The host blog's readers may not know who you are. So, this is your chance to make a lasting impression and entice them to visit your blog to check you out. The comment section is the best place to interact with others.

20. **Thanks and celebration:** You have just managed to get yourself a huge exposure and recognition on and generate traffic a quality backlinks from a top blog!

Before you head out to celebrate, take some time to thank the blog owner for giving you the incredible opportunity to strut your stuff and get your name and blog in front of their audience!

There you have it. If you implement these simple but proven-to-work tips, then you'd be well on your way to creating guest posting success! No more excuses for not using this strategy.

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For more information and tips on how to build a **successful blog and explode your online business**, stay tuned to my [Attraction Marketing](#) blog.

If you found this **blog speed checklist** helpful, be sure to share it with your friends and followers as long as the content is not sold or altered in any shape or form and it's delivered via this PDF file.



*Maris Nong*