

Finding And Working With A Guest Writer Checklist

Guest writers are a great source of a variety of content for your website. In some cases, guests will come to you. In others, you may want to approach writers yourself.

Part 1: Finding a Writer

- ❑ **Make A Submission Form:** You can add a submission form to your own site that allows people to submit their original guest posts directly to your website. Make sure to set up the guidelines for submissions. For example, you may want to specify length, topics, rules about links and bylines.
- ❑ **Ask Your Friends:** Ask your friends in networking groups who they use. Some of the best writers will come from word-of-mouth recommendations.
- ❑ **MyBlogGuest:** The free service at MyBlogGuest.com is a useful resource for connecting with bloggers in your market.
- ❑ **Look For Bloggers and Writers:** Find people who are already writing in your market and approach them to write for you. Tell them about your traffic, mailing list and how you can get them extra exposure for your site.
- ❑ **Ask Them For An Interview:** Instead of asking for an original post, you may just want someone to answer a question or a series of questions, in return for promotion of their business.

Part 2: Writing Process

- ❑ **Share Your Content Brand Identity:** We've included a template so you can easily let writers know about your target market, USP the voice you are looking and why you publish content.
- ❑ **Byline Guidelines:** Make sure your guest writers know how long their byline can be and what can be included (ex. Number of links).
- ❑ **Use Of Hyperlinks:** Often content is designed to promote a product/ business/ website, etc. That often means that links to outside websites is often a distraction to the content your writers creates. You need to tell your writer if you want them or don't want them to link to outside resources within the body of the content.