

Guest Blog Post Submission Template Instructions & Tips

The enclosed letter templates make it easy for you to create a cover email when you submit a guest post or a pitch and idea for consideration. Here are some basic instructions and tips to make the most of your guest blogging experience.

Important!

Before submitting a post to any blog, always look for their submission guidelines and follow them fully and completely. In some cases, they will have a submission form or a particular format they want you to follow. In that case, don't use the template and use their guidelines instead.

Instructions:

- The template includes red brackets with tips inside for enclosing your specific information. Remove the brackets and insert your information as appropriate.
- Paste the letter into an email and attach your blog post to the email. We recommend attaching the post in .doc and .txt format. This is because .doc format is easier to read when opened; while .txt format provides a cleaner copy and can include HTML formatting for quick and easy posting. While it is not always advisable to send an unsolicited attachment via email, pasting the post into the email can cause odd formatting and may make it difficult for the recipient to copy-and-paste your post into their blog.

Tips:

- Keep your email short and to the point, but do ensure it conveys the following:
 - Why you've decided to contact them – i.e. what you like about their blog
 - Brief information about you and your credentials
 - Why your post is relevant to their specific target audience
 - That your post is original and is exclusively theirs to use

If it sounds complicated, don't worry. The template will take you through all of this.

- We recommend having the post ready when you make contact with the blog, especially when contacting someone you don't already know. If they have a ready-made post, targeted to the blog's audience, then they can immediately see the quality of your writing and all they have to do is copy-and-paste your post if they like it. If you simply send a proposal, you will need more back-and-forth communication and the blog owner may get busy with other things. Having the post ready makes it as simple as possible for you and your target blog.