

# Guest Blogging Cheat Sheet

*Do you want to be the best guest blogger possible? These best practices will get you off to a great start.*

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## Ask your host for guest post guidelines.

If you get them, follow them. If you're the host, provide them to your guest bloggers.

## Study the blog's content, format, and style.

Where are subheads placed? Does the site use lots of bullet points? Are paragraphs long or short? Are posts thought-provoking essays or how-to pieces? Your post needs to match what the host uses.

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## Name the file with the blogger in mind.

Your name, followed by the blog post title or topic (for example, "Beckwith, book marketing on a shoestring") is more useful to the blogger than the typical "Guest blog post" file name.

## Title your head shot with your name.

"Back cover photo" tells the recipient nothing, but when you title the image with your name ("Sandra Beckwith"), he knows exactly which blogger goes with that image.

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## Label your book cover with the book title.

Again, you want to help the blogger find your materials in her files. "The Unluckiest Girl Alive" is more helpful than "Cover image."

## Write a great guest post.

Don't whip it off and send it along without a read-through. A guest blog post is a writing sample. Remember, too, that if your host has to do a lot of editing, your post might get rejected. Third, a guest post that nails it will get you invited back.

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## Meet your deadline.

This is not negotiable. Your host has reserved space for your article. If you don't deliver it on time, the blogger has a hole to fill.

## Share the link for your guest post on social media.

Send as much traffic to your article as possible.

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## Check the post for comments periodically for a few days.

Respond to them with a smile.

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