

Blog Traffic Explosion

FINDING
GUEST BLOGGING
OPPORTUNITIES

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MODULE 6 // GUEST POSTING FOR BLOG TRAFFIC

Finding Guest Blogging Opportunities

1. What is your main area of expertise? _____

2. Brainstorm several unique, high-value articles you could write as a guest blogger:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
3. Use Google to find 20 blogs that post content similar to the articles you would potentially write as a guest.
 1. _____
 2. _____
 3. _____
 4. _____

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5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

4. Now, ask the following questions about each of these sites, and cross off those which do not hold up under scrutiny.

- Does the blog post content similar to the posts you're interested in writing?
- Does the blog cater to your target audience?
- Does the blog get an average of 1 - 10 comments per post?

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5. Choose one site to reach out to first, and write an email pitch to request the opportunity to contribute as a guest. Use the template provided in this module for guidance.
6. Starting from scratch, write guest post pitch emails to four more sites from your list.
7. Create a template pitch email that you'll be able to copy, paste, and edit to pitch blogs in the future.
8. Proceed to research additional blogs and send pitch emails. Aim to send three pitches per month for every one post you hope you have the chance to write.

For example, if you'd like to guest post four times each month, then plan to send 12 email pitches per month.