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## 7-DAY GUEST BLOGGING CHALLENGE

*Build your list, drive more traffic,  
get more sales & build your credibility*

BROUGHT TO YOU BY THE FEMALE ENTREPRENEUR ASSOCIATION

# TEAM



## CARRIE GREEN

Founder of the *Female Entrepreneur Association*

### Editor

Since 2011 Carrie has been helping to inspire women all over the world to turn their ideas into a reality and build successful businesses. She started FEA after feeling isolated running her first online business and hasn't looked back since. She loves all things inspiring and believes that everyone has the ability to achieve incredible things. Watch her videos over at [femaleentrepreneurassociation.com](http://femaleentrepreneurassociation.com).



## JILL STANTON

Founder of [Screwtheninetofive.com](http://Screwtheninetofive.com)

### Guest Blogging Expert

Jill is a wanderluster and lifestyle business owner hell-bent on teaching others how to ditch the cubicle culture and live a life dripping with purpose and freedom over at [ScrewTheNineToFive.com](http://ScrewTheNineToFive.com). Currently living in Thailand, her life fits into a backpack, she probably swears too much for her own good, and she's not afraid of a tall glass of gin. Hit her up on **Facebook** but be warned, she's a talker!



## SAMANTHA GREEN

Founder of *little green*

### Design

*little green* is a boutique creative studio providing bespoke design services for small business and creative entrepreneurs.

With a passion (\*read obsession) for design and a love for contemporary prettiness we work closely with each and every client, to develop branding strategies, logos, wedding stationery, party invitations, unique blog posts and much, much more.

# WELCOME!

We're delighted that you've decided to join us for this challenge!

Guest blogging is an incredible way to get your business out there and be seen and heard by more people. It not only allows you to leverage the network and audience of other people, but it gives you credibility and authority as an expert and amazing backlinks to your website (which helps you to climb up to search rankings on Google, so even more people can discover you!).

All in all it's great marketing tactic and one that a lot of businesses haven't cottoned onto yet.

In this workbook we've joined up with guest blogging expert Jill Stanton, who is founder of [ScrewTheNineToFive.com](http://ScrewTheNineToFive.com). She has achieved some incredible things through guest blogging and throughout this workbook Jill shares her tips and strategies for getting started with it all.

Before we get started with the steps you need to take I wanted to share Jill's story with you, because it really demonstrates how powerful guest blogging is and hopefully it will inspire you to take action on this.

## JILL & JOSH'S STORY

Our story begins on a bleak, gloomy day in March 2012. While that may seem completely melodramatic it was actually the perfect setting for the lackluster stage we were at in our business.

You see, up until that point my husband (Josh) and I had made a mere 2 sales from our skin care affiliate site, and were torn for what to try next.

We had tested all the typical sub-standard ways of driving links to our site—blog comments, article marketing, and forum posting, but nothing seemed to work.

It wasn't until that day in March when we were **this close** to giving it all up that we saw a “**write for us**” page on our main competitor's website.

The minute we realized the opportunity that had been there all along it was if the heavens parted, angels started singing, and rainbows filled the skies.

*And from that moment on, everything changed for us.*

We started harnessing the power of guest blogging to drive high-powered, high-quality, and permanent links to our website and **saw our rankings rise, fast!**

*What's in the workbook?*

At the end of April we had made \$1100 and realized this new method of ours had mad potential. So, we increased our efforts and by the end of July we were pulling in over \$5200 a month—strictly through guest blogging as our only form of SEO.

Once we hit that level we started wondering: **What else could we get out of these guest posts to make our efforts even more worthwhile?** Could we use them to grow our social following? Our email list? Our overall brand awareness?

**Yes, yes and heck yes!**

But how did we get started with it all, and more importantly how can you start harnessing the potency of guest blogging for your own online business?

**Here's how...** have a watch of this video we record, sharing the 5 basic strategies for using guest blogging to increase your email subscribers, social following, search rankings, website traffic and most importantly, your sales!

And then get stuck into this 7-day challenge we've created to help you take action and start seeing results!

*>> Watch the video here <<*

In this workbook we're going to show you 7 simple steps you can take right away to help you get started with guest blogging. We've laid it out as a 7-day challenge, to help you start seeing results within a week.

*Are you up for it? If so, let's get started!*

# DAY ONE

## *Identify*

The first thing you need to do is identify the websites that you would love to write for. In order to this, it's useful to first research what relevant websites are out there, so that you can compile your wish list.

*Here's what you need to do...*

Create a list of synonyms and sub-topics related to your particular niche i.e. a weight loss site could use: weight loss, losing weight, fitness, workout routines, exercise routines, bodyweight exercises, outdoor workouts, healthy living, workout accessories, fitness fashion, workouts for women, women's health and fitness, muscle building workouts, how to build more muscle, healthy diet, healthy recipes etc.

*My list of synonyms are* \_\_\_\_\_

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Now you've done that you need to run a search using your synonyms and pair them with search keywords such as: "write for us", "submit a post", "guest post", "guest blogger", "contribute", "featured contributor"

For example, if you were in weight loss you would search for *workout routines* "write for us".

# DAY ONE

*Continued*

*My search queries are* \_\_\_\_\_

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Now you've done your research you can put your wish list together of the top websites in your industry that you would love to write for:

*I would love to write for* \_\_\_\_\_

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# DAY TWO

## *Vetting*

Vet the list of websites you find, to make sure that they're the right fit for you and are going to provide a benefit to your website.

A basic way of doing this is to look at the interaction levels in the comment section below their posts and note the following:

- How many people share their posts?
- Do they have an active social following?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

*The top 10 websites for me to write for are...*





# DAY FOUR

## *Brainstorming*

Brainstorm 3 topics per website that you could write about and create your pitch using a polite and friendly voice.

*My 3 topics for each website are...*

*Topic 1*

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*Topic 2*

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*Topic 3*

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*Notes*

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# DAY FIVE

## *Outreach*

Now you need to craft your email. Here are some things to bear in mind:

- Be personal; do your best to find out the name of the person you need to email.
- It doesn't hurt to be nice; tell them why you love their website.
- Keep it short and sweet; people are busy.
- List out the topics you would love to write about for them.

*My outreach template is* \_\_\_\_\_

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## DAY SIX

### *Develop a List*

Find the right contact details for you to get in touch with your wish list websites. Think about social media, such as Twitter handles, as well as email addresses and phone numbers – if there is a phone number, don't be afraid to pick up the phone and call.

WEBSITE WISH LIST	CONTACT PERSON	CONTACT DETAILS

## DAY SEVEN

### *Take the Plunge!*

Start sending out your requests! Take the plunge and get emailing, calling and Tweeting.

#### *Tips:*

- Don't just send out one or two requests – if you want to see results you've got to be prepared to send out lots of requests.
- If you don't hear back, don't give up. Make sure you follow up with people, you could also think about changing your approach if you don't think your original one is working.
- Be creative, be friendly and do all that you can to add value.

*Keep going & enjoy it all.*

Come and share how you're getting on with the challenge over on our [Facebook Page](#).

[[www.facebook.com/femaleentrepreneurassociation](http://www.facebook.com/femaleentrepreneurassociation)]