

Marketing Moxie

Episode #4: Why Get Started with Guest Posting

You probably know the reasons WHY should should guest post, but this episode examines finding your WHY for guest posting and figuring out how to make it work in your business.

WHY?

How does guest posting tie to your mission? WHY are you going to guest post? What's your goal from investing time and energy?

WHAT?

What stories can you share? What trends/issues can you address in the form of guest posts?

HOW?

How can you make this happen? What's holding you back? Time? Confidence? Know-How?