

Marketing Moxie

Episode #7 – Writing Killer Guest Posts

You've done the work and now it's time to sit down and write your guest post. But this isn't your run of the mill college essay. Writing for the web uses a specific style and you need to bring your A-game every single time.

CHECKLIST

Style/Formatting

- ✓ Use chunking and bullets to break up text
- ✓ Use subheads to break up copy for readers and pull them in
- ✓ Follow the style of the blog you are submitting to

The Headline

- ✓ Write compelling but simple headlines
- ✓ Do not try to be cute or quirky unless that's the blog's style
- ✓ Look closely at how headlines are structured on the site
- ✓ Review the most shared articles to see what popular headlines are on the site

Check out more on guest posting in the other episodes in the series:

www.maggiepatterson.com/episode4

www.maggiepatterson.com/episode5

www.maggiepatterson.com/episode6