



# Guest Posting Guidelines Checklist

If you plan to host guest bloggers, consider including these things in written guidelines to improve communication:

- ☐ Publication Date
- ☐ Due Date (1 - 2 weeks before Publication)
- ☐ Word Count
- ☐ Requirements for original content (or not)
- ☐ Excerpt posted on their blog required/suggested (or not)
- ☐ Expectations for promotion
  - Social media
  - Newsletter
  - Their blog
- ☐ Expectations for proofreading/editing prior to submitting
- ☐ Format for submission - Word document, email, HTML code, etc.
- ☐ Preference for graphics with submission
- ☐ Identify particular quotes to highlight
- ☐ Requirements for bio and headshot
  - Professional headshot required?
  - Word count limit for bio?
  - Limit on number of social media links in the bio?
- ☐ Anyone else to communicate with during the process (assistant, editor, collaborators, etc.)
- ☐ Expectations for responding to comments



## Do A New Thing Guest Blogger Guidelines

Thank you so much for agreeing to provide a guest post for my blog. The Lessons Learned series is all about sharing something that is working well for you so others can learn as well. Here are a few things to keep in mind when sending me your post.

- Please keep your post between 700 - 1000 words in length and read it over carefully to be sure it is free of spelling and grammatical errors.
- The post should be original work not previously published online, including on your personal blog.
- Review the [previous Lessons Learned posts](#) to see what has already been covered.
- Please send your post to me at least one week before our agreed publication date. Include your bio with a high quality picture of yourself. You may include a link to your blog and your social media platforms. Please do not include any affiliate links.
- You may include a promotional graphic to go with your post. You may also suggest featured quotes for me to emphasize in the formatting of the post. If you don't send something with your post, I will pick a featured quote and create a graphic, which you are free to use to promote the post.
- Your post will go live on my site at 4:00am Central time. Please post an excerpt on your blog, and send the excerpt to your blog mailing list with a link to read the entire post on my site. Please don't publish the entire post on your blog or to your mailing list. I will send your post to my mailing list and promote it on my social media and would love for you to share my Facebook post.
- I will send you the link to the post the day before it goes live. Please promote the post on your social media on the day it is scheduled. If you tag me, I will share or re-tweet.
- Stop by the post a few times during the week or so after the post runs and respond to any comments on your post on my blog.

I'm looking forward to hosting you. If you have questions, please contact me at [christa@doanewthing.com](mailto:christa@doanewthing.com).

Thank you so much!

Christa