

Thank you for your interest in contributing to the blog! BLG Business Solutions is always looking for fresh content while helping other complementary and like-minded businesses promote their articles to a new audience. The guidelines are outlined below. If you need clarification about anything here, please contact brandi@blgbusiness.com.

Why Guest Blog?

BLG Business currently has an audience of approx 23,000 individuals (including social followers, subscribers, and website visitors). My audience is made up primarily of English speaking women entrepreneurs, small business owners, and professionals in Canada, the US, the UK, and Australia.

If you are interested in getting your content in front of the type of audience who is interested in doing their own marketing, or learning about it in order to effectively outsource this is the place for you!

When you submit a guest blog, I will promote it the same as my own blogs:

- email notification to subscribers
- posts on Facebook, Twitter, Pinterest, Instagram, and LinkedIn, plus a share in any relevant Facebook Groups
- put in the queue for evergreen posting if appropriate

What Kind of Articles Am I Looking For?

I am looking for articles that fall under one of the following categories - you can check out my blog to see examples: <https://www.blgbusinesssolutions.com/blog>

- tutorial (showing how to do a specific thing step-by-step)
- strategy (discussing the best strategy/tactic for doing something)
- productivity (how to do something more effectively)

Topics should be relevant to entrepreneurs and small business owners and be about or complementary to social media such as online/digital marketing, productivity, or technology.

- If you are submitting a topic specifically about social media, it may not be accepted if it is too close to an article I have already published or plan to publish in the future - please ensure you ask me about your topic before you begin writing

The Article

Articles should be original and cannot be published anywhere else, though you are free to link to the article on the BLG blog whenever you want.

Word Count: minimum of 350 words (no maximum length).

I will be looking for recommended best practices in a blog post:

- introduction
- body text including headers to divide points
- bullet points for list items

- summary
- embedded images when needed to illustrate a concept or show an example

External links: you may not include any promotional links in the body of the article. If you need to link out to reference additional material either on your website or another site that is fine, but may be subject to review.

Media

You do not need to provide a header or featured image for your article. I will create these to match the existing branding.

If you have images to be embedded in the body of the article, please provide them in .jpg or .png format. They must be images that you have permission to use. Please indicate in the document where these images should be placed.

Author Section

Please provide a brief bio and headshot for the author section. Your bio may contain 1-2 links - all links should relate to online marketing or the specific blog topic. I recommend that at least one of the links should go to your main online property where readers can learn more about you and your products/services.

By submitting your blog, you acknowledge that your article will belong to BLG Business and will be credited to you. Also, by submission, you allow me to share your comments publically.

How To Submit

Please email brandi@blgbusiness.com using the subject line **Guest Blog Idea** and let me know the potential topic you would like to write about. It may be helpful to include more than 1 idea so I can choose the one that would be of most value to my readers.

Once the topic has been set and your article is written, please email brandi@blgbusiness.com with the following:

- Format: please send the formatted document in either MS Word or Google Doc (see additional guidelines above)
- Any images that are to be placed in the article should be attached separately (see additional guidelines above)
- Brief bio & headshot for author section (see guidelines above)

Post-Publishing

- You will need to read and answer the comments that are posted on your article - you should bookmark the page and check periodically. If I see comments that have not been answered I may follow up and give you a nudge
- You can promote your post on social media either by making your own posts or sharing mine
- You can post a link on your own blog, website, or newsletter to let your audience know about the article

FAQ

When will the blog be published?

Blogs are usually published Wednesday afternoons and promoted on Thursdays. I will notify you when the planned publishing day is set.

Will you make any edits to the final article?

All guest blog submissions (including bios) may be edited for grammar, spelling, links, or content. If you spot something that needs to be changed after publishing, please let me know.