

MODULE #6: GOING FURTHER AFTER YOUR POST IS PUBLISHED

IN THIS MODULE:

This week, we're taking a look at what you can do once your post goes live on a host blog. Even if you're not yet at this stage, it's worth thinking through what your next steps might be – including whether you want to write for that blog again or even move onto paid work.

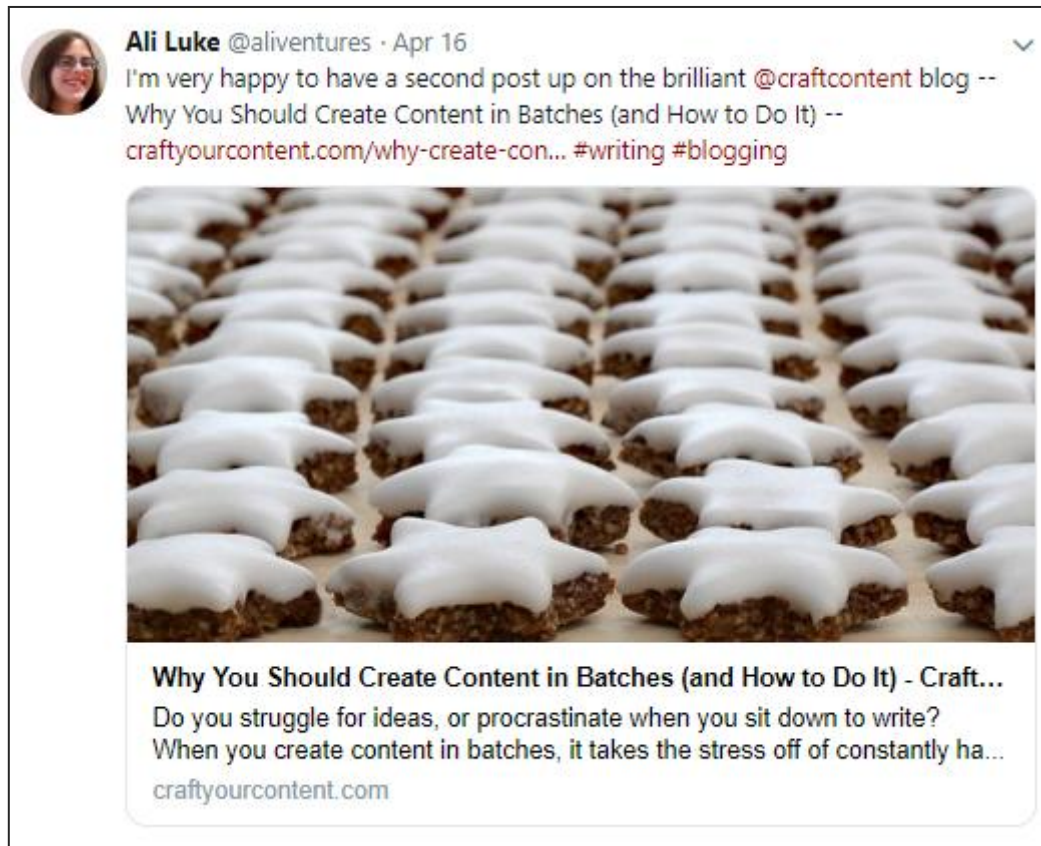
Once your post has been published (or “gone live”, as some bloggers will say), you might feel a mix of emotions. Maybe you're thrilled and perhaps a little bit surprised that you've actually done it and got your post onto a big blog – and you might well feel both excited and nervous about the reception your post might receive.

Sharing Your Post

One of the first things you can do – and host bloggers will appreciate this, if not outright require it – is to share your guest post with your social networks. Put the link on Twitter or Facebook (or wherever you interact online). Don't forget to share it with us in the Facebook group, too!

Even if you don't have a large number of followers, some may leave a comment on the post – which is a great way to help get things rolling with interaction from the blog's readers.

When I share guest posts, I always tag the blogger or blog's account on Twitter (or Facebook, etc) – that way, they'll see that I've shared the post, and my followers can interact with them too if they want to.



Responding to Comments on Your Post

Most blogs will expect, if not outright request, that you answer comments on your guest posts. Some will ask you to make sure you're available on the day that your post goes up to respond to comments.

Before this point, it's worth taking a look at other posts on that blog to see how many comments they get. Obviously, if most posts have 2 or 3 comments, you'll have much less work ahead than if most posts have 50+ comments!

You may find you need to sign up for a [Gravatar](#) account if you don't already have one and the blog uses that system for commenting. (It's free, so you might want to set up a Gravatar account at a convenient point just in case you need it in future.)

When you're replying to comments:

- Don't feel you have to respond to *every single* comment. If someone just says "great post!" you might want to reply with a quick "thanks", but you don't have to.
- Remember that your comment could be what encourages someone to check out your blog (or your book, your freelancing services, etc) – so be friendly and helpful, as much as possible.
- Do get the host blogger involved if someone's asking a question that relates to the blog itself, or if there's any sort of problem.

What if You Get Negative Comments?

It's unlikely that you will. Most blog readers are welcoming and kind to guest posters (again, you could take a look at the comments on past posts to get an idea of how yours is likely to go down).

In 10+ years of blogging, I've had very few negative comments on guest posts. It happened once with a post on Copyblogger (where someone accused me of ripping off their title, which I hadn't) – Brian Clark, the blog's owner, stepped in to promptly sort this out.

If someone disagrees with you, you might want to leave a polite reply to thank them for sharing their opinion. If someone is being outright rude or accusing you of something, then contact the blog's owner or editor and ask them how you should proceed.

Guest Posting Again for the Same Blog

Depending on your guest posting goals, it might well make sense to write another post for the same blog – we took a look at this briefly back in Module 3, and there's an email template there that you can use to if you want.

If you're trying to build name recognition in your field, for instance, or if you want people to buy your book or hire you, then writing repeatedly for the same blog lets their audience become familiar with you.

Guest posting several times for a blog is also a great way to build a strong relationship with the host blogger – which could be very helpful for getting them to promote you / your blog / your books in the future.

I normally leave it three or four weeks before following up with another guest post pitch. If you were easy to work with and your guest post went down well with the audience, most bloggers will be delighted to have you back again!

What if a Blog Wants You to Make a Regular Commitment?

I've seen some blogs ask for guest posters who'll write a post every single month (and I'm sure there are blogs out there that want posts even more frequently).

Personally, I think that's a bit too much to ask. While I've *occasionally* written monthly guest posts for blogs that I want to support and am getting great results from (blog traffic, product sales, etc), I don't want to be tied into writing regular content for free.

We're going to come onto paid guest posting a little later in this module, but for now, I'll just say that it's fine to tell a blogger, "It's lovely of you to want me to write so often, but I can't commit to monthly posts. How about one post every three or four months?"

When Might Regular Posting NOT Suit Your Goals?

If you're trying to build up your writing credentials, you may want to focus on writing for quite a few different blogs rather than for just a couple of blogs. That way, you can say, "I've written for..." and reel off an impressive list.

You'll also probably want to work up from smaller blogs to better known ones.

If you're guest posting in part for SEO reasons (to build up backlinks to your site), then it's a good idea to spread these fairly widely across different blogs –

ten backlinks from one blog won't help you as much as ten backlinks from ten different blogs.

If you're guest posting to promote a time-limited offer, or to promote your book during a launch window, then you'll probably want to focus on getting guest posts onto several different blogs – it'll be hard to get more than one post on a single blog within a short timeframe.

Moving Into Paid Blogging

Many blogs don't pay for content at all. Usually, it's because they're not large enough to have the budget to afford it – though it may also be because they're large enough to have writers queuing up to blog for them for free.

Some blogs, though, use guest posters *and* paid writers. They may have slightly different terms for each (one blog I used to write for would either offer a bio link *or* payment), or they may not really distinguish between the two.

If you're interested in paid blogging, it's a fairly natural step forward from guest posting. You may be able to work for the blogs that you've already guest posted for – but if not, you can use your guest posts as examples of your published writing. (Even though you didn't get paid for them, they were published by someone other than you.)

When I started out in blogging, I was lucky enough to guest post for a couple of blogs that then offered me a paid blogging job out of the blue – I was just in the right place at the right time. I wouldn't suggest sitting around and hoping this will happen!

Instead, you need to be *ask* the blogger if you can take on a paid role.

It can feel a little awkward to ask for money if you've previously had a guest posting relationship with a blog, especially if you're not certain whether they do actually pay writers. One way to do it is like this:

Hi [name],¹

It's been great to write for [name of blog] a few times: your readers are always so warm and welcoming.²

I wondered if you'd be interested in having more frequent posts from me? I'd love to write for you more often, and I'd be happy to discuss payment rates.³

Of course, I understand if that's not within your budget right now⁴ – and I still hope I can guest post for you from time to time!⁵

1. You might use "Dear" if your relationship with them is still on a fairly formal footing.
2. Obviously don't say this if their readers aren't – but do try to find something nice and positive to say about your experience of writing for their blog.
3. This makes it clear that you're asking about getting paid, not offering to write regularly for free!
4. This helps reiterate the point that you're asking for money.
5. You don't have to include this bit – but if you want to keep the guest posting relationship even if you don't get paid, this is a nice way to phrase it.

Using Your Guest Posts as Part of Your Portfolio

If you want to apply for freelance writing or blogging jobs more broadly, the guest posts you've written can be a crucial tool in helping you to gain clients.

Here's part of a pitch I sent just a couple of weeks ago:

I've been freelancing for blogs/websites for ten years, and have written for quite a few big name ones (ProBlogger, Smart Blogger and Copyblogger among them). I've also ghostwritten a *lot* for different bloggers, and I'm very happy to ghostwrite for you, if that suits you best.

While the majority of my articles over the years have been about writing/blogging related topics, I'm looking to move into writing more about parenting – so your ad caught my eye! My youngest recently started nursery school, too, so I'm in a great position to write several new articles each month, if needed.

Some of my pieces that cover pregnancy/baby related topics include:

- Juggling Parenting and a Creative Career? Here's What You Need to Know – <https://www.productiveflourishing.com/juggling-parenting-creative-career/>
- 6 Ways to Make Time to Write: A Guide for Busy Parents – <https://thewritelife.com/make-time-to-write-guide-for-parents/>
- Eight Ways Writing a Novel is Like Becoming a Parent – <https://www.aliventures.com/novel-writing-and-parenting/> (this was published on my own site, but it's probably the best example of the kind of tone and style you're looking for – friendly, engaging and lightly humorous but also informative)

Within that pitch, all three of the big name blogs I mention are ones I've guest written for (a mix of free posts and paid posts).

When I give the links, the first two go to free guest posts and the third is from my own blog.

Spoiler alert: after a paid trial, I got the job. ;-) A big part of the reason I was considered was on the strength of my guest posting.

If you are interested in moving into freelance writing, you might want to take a look at the freelancing courses I offer (aliventures.com/courses) and join the waiting list for those, so I can send you an email once the next one opens up.

You're also more than welcome to ask in our Facebook group if you have any questions about how you might move from guest posting to freelancing:

facebook.com/groups/successfulguestblogging2018

Your Module #6 Assignment

ASSIGNMENT

It's nearly Christmas – so we'll keep the assignment quick and simple this week!

Take a look at the comments on past guest posts on a blog that you're writing a post for (or planning to pitch).

Do posts get any / many comments? Are the comments broadly positive? You might also want to look for tweets about previous posts.

This should give you some idea of what to expect when your own post goes live.

Once you're ready, come and "check in" on Facebook to get your reward stamp for Week 6. If you're willing to, share your bio with us:

facebook.com/groups/successfulguestblogging2018/learning_content/?filter=310499369785269

If you prefer not to use Facebook, you can email me (ali@aliventures.com) with "Module #6 check in" or similar in the subject line.

Module #6: Further Reading

All of the further reading is optional, but if you want to find out more about something we've covered, it's highly recommended! If you find other useful resources, you're very welcome to share them in our Facebook group.

[Earn Money Online: Monster List of 161 Markets for Freelance Writers, Make a Living Writing](#)

This is a fantastic list of blogs and websites that pay writers. They won't necessarily call the content they published "guest posts" ... but if you look on their "About" or "Contact" page, or in their sidebar, you'll normally find a link to a page titled "Contribute" or "Write for us" or similar.

[10 Tips to Help You Land a Job as a Freelance Blogger](#), Darren Rowse, ProBlogger

Based on Darren's own experience hiring writers, this post explains how to successfully apply for blogging or blogging-related jobs. If you're thinking of applying to positions advertised on ProBlogger's jobs board, this post is a must-read.

[Seven Reasons to try Freelance Writing \(Even if You've Never Considered it Before\)](#), Ali Luke, Aliventures

Depending on your reasons for guest blogging, you might think that you're not particularly interested in making money from it (e.g. maybe you're blogging to promote your novel). This post may change your mind!

What's Happening Next:

We've finished the course! Congratulations on making it through. 😊

I'm going to be taking some time off next week for Christmas, so our four-week support period will officially start on Monday 31st December. I'll be around in the Facebook group from then until Sunday 27th January, to answer questions and to celebrate your published guest posts (or commiserate when it isn't going quite so well).

Each Wednesday during January, I'll send out a quick email to give you any useful links or tips to help you go forward. Of course, you can email me at any time as usual at ali@aliventures.com.