



How to Write a Great Guest Post

A Damn Fine Words Casual Conversation Interview and Worksheet Package

*brought to you by James Chartrand of Damn Fine Words
and special guest Jon Morrow of GuestBlogging.com*

Writing and submitting guest posts to A-list blogs can powerhouse your business success in massive ways. Each guest post on a major blog can bring you new readers and clients, building incredible impact for your business.

Jon Morrow is an incredibly famous authority on the subject. He studied writing and mastered the secrets of epic posts that go viral in no time. His network includes powerful A-listers, and he's created GuestBlogging.com, a course that teaches writing techniques and how to connect with A-listers.

I sat down with Jon Morrow and had a casual conversation about epic writing and marketing strategies for guest posting. Together, we debunked mysteries, discussed the cold, hard truth... and even let slip several insider secrets.

We knocked it out of the park. The call was jam-packed with valuable advice, writing tactics and sneaky strategies to help you write epic guest posts and build relationships that help you succeed.

This call is *huge*. It's nearly an entire course of its own.

You can listen to the call by [clicking here](#).

To help you put those guest posting techniques into action right away, I've put together an action worksheet for you. It includes a summary of the big ideas of this call, tasks to help you build an A-lister network and some straight talk for you to think over.

By the end of this call, you'll be ready to guest post for success... and watch results roll in.

The Big Idea

This call's main theme was "how to write a fantastic guest post and get it published on an A-list blog", but the biggest takeaway is that writing epic guest posts require three keys:

Which three keys get your guest post published on major blogs? Jon and I both agree you should:

- Develop your writing skills through deliberate, intentional practice
- Analyse the best writing styles for epic guest posts – and master them!
- Build your network through relationships before sending submissions

Ready? Use this worksheet to get started!



Mission #1: Get Deliberate Practice

Imagine someone tells you, “I need to improve my writing.” What would you tell them to? You’d probably tell them to write every day. Or take a writing course. Or read books that teach them how to write.

And that’s all great advice... but it’s the wrong advice. Writing isn’t just a single skill you can improve. It’s a group of skills that come together to form a powerful whole.

That means to improve your writing, you could learn how to plan your topic, how to outline it for structure, how to write an impactful headline, how to organize a large writing project, how to influence reader’s emotions, how to infuse your words with descriptive language, how to get readers taking action, how to edit your work, how to be a great storyteller... the list goes on.

What would you like to learn? Where could your writing use some extra help? What sort of knowledge would help your writing create more impactful? Don’t be vague; be ultra-specific. List 5 writing techniques or skills you could work on:

1. _____
2. _____
3. _____
4. _____
5. _____

Pick one of those skills to work on right now. Decide that it’s time to gain more knowledge about that elusive technique or that trick you’ve always wanted to learn. But don’t pick just any skill – pick the most *important* one, the one that will help you *immediately* earn more money, readers, clients.

Now think about how you’ll learn that skill. Will you hire someone to teach you? Take a course? Read a book? Get a mentor? List three ways you can start learning that skill right now:

1. _____
2. _____
3. _____

As always, be specific. Don’t just write, “Read a book on storytelling.” Write the book title or the name of the person you’re going to contact or the actual course that you’ll sign up to take.

Good stuff! Move to the next step.



Mission #2: Cheat a Little

It's fantastic to believe you have the skills to sit down and write whatever you'd like, knowing with full confidence that it's going to be stellar right out of the gate. But let's be honest: Even the pros don't think that way.

Everyone has bad days. Or days we're more distracted. Or days we just don't feel like writing.

So what do the pros do when they have those days? They cheat.

Professional writers cheat all the time. They shortcut the writing process by using swipe files and templates – fill-in-the-blank methods of writing what they need in a proven, tested structure that works.

For example, you can cheat on headlines by swiping those on magazine covers. For example, “10 Hot Ways to Have Better Sex Now” sounds great. Use that! Swap “sex” for “marketing” or “copy” or “dog-training” and you just wrote a winning headline for your next business blog post.

Templates and swipe files can easily shortcut your writing process and make doing the work a breeze. You could build a template for a how-to blog post or a “what's new” newsletter or a book review. And each time you want to write one of those, just grab your template and fill in the blanks. Polish your writing and you're done!

What 10 templates could you build for your business that would be really, really handy? List them here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Templates can be as simple as outlining. For example, a newsletter might have an intro, welcome text, 50-word product promo, 250-word article, 75-word tip, wrap-up, and contact info. Or templates can be more elaborate, pre-filled with text you can swap out the next time.

Ready for the next step? Let's go!



Mission #3: Find Your Style

Writing style is a very personal thing. I use a bold, straightforward writing style and short sentences that carry impact. When I'm trying to be gentler, I'll use longer sentences that smooth out the tone. Sometimes I mix both for a nice blend.

Jon Morrow has a very personal style of writing as well. When you read one of his epic posts, you don't need to look for the author's name - only Jon can write the way he does. He *owns* it.

You have your own unique writing style. Every writer does! And when you become aware of your personal style, you can enhance it to create truly powerful words.

That means analysing writing style is crucial becoming a great writer. Observe the style of your favorite writers. How do they word their sentences? What makes their writing stand out?

Jon's personal writing style is heavy on emotion. He wants to touch people and really get into their heart to draw tears or laughter or deep sympathy. He wasn't born knowing how to do this; he analyzed writing styles and practiced developing his own.

Think about your favourite writers. List five of them and why you admire their writing style:

1. _____
2. _____
3. _____
4. _____
5. _____

Now think about your own writing style. What area would you love to enhance? What signature style do you want to create? Do you want your words to be soothing and gentle? Bold and powerful? Insightful and perceptive? What would you enhance that makes your writing unique? Write it down:

Perfect! Start analyzing that style and practicing it with every piece you write. You might want to exaggerate and emphasize this style as you write so that it's clear and prominent. At first, this might feel awkward, but stick with it until it becomes smooth, second nature.

Move on to the next step!



Mission #4: Get Guest Blogging

Part of what I love about these casual conversations is that my peers and I know each other fairly well, and our calls are relaxed and enjoyable... that means they sometimes unknowingly reveal secrets! Jon gave away a lot of secrets on this call, especially on how to build relationships with A-listers:

- **Research.** Study the person you want to approach and learn as much as you can about him or her. What does she love? What does he hate? What's already on his or her blog? What hasn't been blogged about? The more you study a person, the more you know what you can offer them that they don't already have. Plus you'll avoid approaching them in a way that ticks off their pet peeve!
- **Comment.** A-listers are busy, busy people. So get on their radar – and stay there – by becoming a regular commentator on their blog. Contributed to the conversation, extend the discussion, show examples, ask questions, and leave smart, thoughtful comments. (Avoid arguing or creating dissension when you don't agree – A-listers HATE that!)
- **Connect.** It's not enough to be a regular commentator. Start connecting with A-listers personally. Send them an email thanking them for their hard work. Send a note of appreciation. Or a link to something that might interest them. Don't ask for anything (especially free advice; A-listers charge big bucks for consultations!) and don't be annoying. Just be a nice, welcome face among hundreds of emails.
- **Interview.** A-listers love talking about themselves. So go ahead and ask them for an interview – hopefully after you've sent a few 'hey, thanks!' emails to get on their radar. Don't ask the same old boring questions they've answered a thousand times, either. Make your interview fun, interesting and engaging so that the A-lister has just as good a time as your audience might have listening to the interview!

Use common sense and good manners, too. Don't do online what you wouldn't do in person. Just be a friendly, fun person to hang around with – you're building a relationship, after all!

Think about why you're building a relationship, too – you want to get published on that person's blog, right? So which blogs interest you? Who should you start connecting with? List 5 blogs and their owners right now:

1. _____
2. _____
3. _____
4. _____
5. _____

Now get to work! Every day (or each time a new post goes live), make a point of leaving a comment – a good one. And once a week, write this person. Get on their radar. Don't be annoying; just be you.

Good stuff? Alright. Move to the next step.

Extra Mission-Survival Tips

You've done all the relationship-building steps. You've gotten on this person's radar. You may or may not have gotten an answer to the emails you've sent (remember, A-listers are busy), but you're ready to submit a guest post, so you do.

And you get this: "No."

It happens. A-list blogs need to be very careful about what they publish, and they have requirements and standards they need to uphold. They have to keep their readership happy and their blog in good reputation.

No isn't the end of the world.

And very often, no doesn't mean "never". It just means "not this time".

Figure out why your post was refused. Learn from this experience and be open to hearing you need to improve your writing. This isn't personal; this is business. This isn't a reflection of your self-worth; this is a reflection of writing skills you need to work on.

That's completely within your control.

It's always a good idea to write back and ask why your post was turned down or what the person feels you could work on to improve. Pay attention to what that person says – he or she has given you valuable time and advice. Take advantage of it!

If you've never submitted a guest post, take an article or blog post you wrote and send it to a friend with strong writing skills. Ask your friend to review your post and tell you what you could improve. Accept the feedback with an open heart – and a grain of salt. This person probably isn't a professional!

If you can afford it, hire an editor to review just one article. It's worth the money to get professional feedback on what you could improve in your work.

Then get out there start practicing these new skills. When it comes to writing, practice really does make perfect, and working towards a specific improvement can pay off handsomely for your business. Make time for it. Just one hour a day can make a huge difference, so why not block it out on your schedule right now? Dedicate that time to building up powerful writing skills!

There are plenty of resources that can teach you what you need to know - and once you learn these skills, you'll have them forever.

You'll also have improved your writing so much that you should probably get used to better results and more "yes" replies from those A-list bloggers!.