

Guest Blogging

Financial advisors should do this regularly. Informative guest blogging positions you in front of blog readers and beyond with backlinks, post sharing, SEO, speaking opportunities, quotes, etc.

Ideas

Do your homework before you write your first line. The following address key elements to complete before you make your pitch to the blogger.

Here are suggestions to contemplate.

1. Target the Right Ones

Ask existing clients (those who benefit most from your help) what they read. Consider blogs geared toward affinity groups like professions and life stages.

2. Know the Content

With target blogs for guest posting identified, now, get to know them. See the content they post—and how it's written, who the audience is, and if they allow guest posting.

3. Don't Be a Stranger

Before reaching out to the blogger for guest posting, get yourself known. Where appropriate, comment on recent posts they made. Share their posts on social media.

4. Topic Choice

Identify the most popular recent blog topics. Now, consider similar post topics, but with your added value. Last, read and adhere to their blog guidelines.

Bonus points: Before reaching out to the blogger be sure to create 2-3 sample titles. Have fun with this. Ask your colleagues for suggestions. You might just have a talented copywriter on your team.

Idea Sheets provide quick and actionable suggestions to drive more referrals and introductions. Visit the [Navigator website](#) often for new additions.