

A Guide to Guest Posts for CAfLN

Consider these tips when writing a blogpost for CAfLN:

- **Have, and hone, a main message.** Edit your intro so that the point of your post is ridiculously clear.
- **Be prescriptive.** Don't just tell readers to do something. Explain *how*.
- **Tell a story – like a journalist.** Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, audiences you've grown, problems you've solved, etc.
- **Make it concrete.** Give examples and details. Tell *and show*. Make it real. Deliver aha moments for readers who may be scratching their heads.
- **Make it long enough to engage and enrich readers (and no longer):** We don't have a word-count goal.
- **Use a friendly voice.** Say *I, we, you*. Use contractions as you would normally (*you'll*). Write as if talking with a friend.
- **Include high res images (PNG or JPGs)**
- **Incorporate utility content.** Share templates, checklists, step-by-step instructions.
- **Give credit.** Check your facts and quotations. Cite your sources.
- **Author Bio.** Your author bio should be no more than 50-75 words.
- **Be thoughtful when including links.** Posts with too many links back to your domain will look spammy and will be rejected.
- **Self-disclosure.** Please disclose any relationships / partnerships you have when providing examples, technologies, etc. (e.g. if an example comes from a client or your company, indicate this in the post).
- **Let your heart show.** Where appropriate, share your feelings!

All guest blogposts will be reviewed by two CAfLN executive members prior to posting.