

Guest Post Fill-In-The-Blank Templates

Guest Post Template #1: The “How to” Post

This is your standard step-by-step post where you teach your readers how to complete a process or solve a problem.

Example: You might teach your readers how to housetrain a puppy, how to write a sales letter or how to save for retirement.

Tip: Be sure to include extra tips, tricks and notes to make your “how to” post even more valuable for readers.

Title: How to [get a benefit] in Just [#] Easy Steps...

Alternative Title: The Secrets of [getting a benefit]

If you've ever wanted to [get a specific benefit], then you're reading the right post. That's because you're about to discover my easy [number]-step method for [getting a specific result]. And the good news is that this method works even if [the reader doesn't have a specific qualification or possession, like knowledge, skill, money, experience, etc].

Read on...

Step 1: [Insert one-sentence description of Step 1. Preferably, this sentence should start with a verb, such as “Choose a Dog Kennel” or “Profile Your Target Market”.] Many people who're new to [the niche or the process] don't even realize that they need to do this step before they can [insert quick description of the second step]. And that's why a lot of people who try to [get a specific result] end up failing - they're simply missing this crucial step.

So, the first thing you need to do is [insert description of how to complete this step. Be thorough here.].

You'll find that this part of the process goes much more smoothly if you apply these tips and tricks:

- [Insert first tip or trick that will help the reader complete this step.]
- [Insert second tip or trick.]
- [Continue on with this bulleted list, inserting as many tips or tricks as you'd like to include.]

Once you've [completed this first step - insert quick description], then you can move on to the next step...

Step 2: [Insert one-sentence description of this step]
The next thing you need to do is [insert overview/brief description of this step].

When I first started [trying to complete this process], I made a lot of mistakes. And now that I've helped others do it, I see a lot of people have a tendency to make the same mistakes. So let me share with you the top [number] mistakes and how to avoid them:

- [Insert common mistake 1 and how to avoid it.]
- [Insert common mistake 2 and how to avoid it.]
- [Continue on, listing any other mistakes and how to avoid them.]

Step 3: [Insert one-sentence description of this step]

At this step you're likely to notice [insert description of what people might experience at this step]. So, what you need to do is [insert description of how to complete this step]. I still remember the first time I was doing this step and trying to [get a specific result]. I [insert a short story about this step - mistakes you made, a funny little anecdote or maybe even some surprising results you received. The idea here is to further connect with the reader and build rapport.]

[You may insert tips here, just as in Step 1, to add value to your explanation of Step 3.]

[Insert any other required steps here. Again, be sure to offer tips, stories or other notes in these steps.]

And there you have it - a simple [number]-step method for [getting a specific result]. Now that you know how to [get a benefit], there's just one thing left for you to do: take action.

So get to it, and soon you too will [enjoy specific benefit]!

Guest Post Template #2: The "Tips" Post

You can share any number of tips in this post that you'd like.

If you share fewer tips (like from one to four tips), then you can provide more depth to each tip. If you share more tips (five, ten, twenty or more), you may just share a quick sentence or two about the tip. The choice is yours.

Title: The Top [number] Ways to [Get a Benefit]
Alternative Title: [Number] Tips for [Getting a Specific Benefit]

So you've been trying to [get a specific benefit] for a while now.

You see others do it. And it seems like everyone makes it look so easy.

But for some reason, success keeps eluding you. Every time you get close to [getting a specific result], something happens and you end up back where you started.

Not this time.

Because this time you're going to be armed with the same tips, tricks and secrets that the [professionals or other experienced people, like "doctors" or "dog trainers"] know. So give these tips a try and see if they don't work for you too...

Tip 1: Never [do this bad thing, such as "never shop on an empty stomach"].

WARNING: [Add a warning here - perhaps by describing a common mistake or pitfall that people make at this point while applying this tip, plus instructions for how to avoid this mistake.]

Tip 2: Avoid [doing another bad thing, such as "avoid writing at a time of the day when you're usually tired"].

Tip 3: Be sure to [do this good thing, such as "be sure to include all household expenses in your budget, even incidentals"].

Bonus Tip: [Insert an extra tip that's directly related to the tip you just shared.]

Tip 4: Don't [do this bad thing, such as "don't write your sales letter until you've profiled your target market"].

Tip 5: Do [be sure to do this good thing, such as "do put your dog on a consistent walking schedule"].

Example: [Offer an example of the tip you just shared. In the above case, you'd insert a sample dog-walking schedule for readers to follow.]

Tip 6: Allow [something to happen, such as "allow yourself extra time"].

Tip 7: Let [something happen, like "let your spouse take over some of the chores" or "let your body tell you when it's hungry"].

Tip 8: Create [something, like "create time in your schedule" or "create a budget"].

NOTE: [Add a note, such a clarification or a common pitfall to avoid.]

Tip 9: Take [something, like "take the first step without worrying about the results"].

Tip 10: Try [something, such as "try skipping the introduction and writing the meat of your post first"].

[Once again, add value by inserting something useful here - an extra tip (that's relevant to Tip 10), a note, a mind map or even a graphic that helps the reader.]

In sum: [Getting a specific result] is actually fairly simple when you apply the above [number] of tips. So let me leave you with one last tip...

[Insert one final tip, preferably one that directly or even indirectly encourages the person to take action. E.G., "Take action right now, even if you don't feel ready..."]

So get to it - you're going to be glad you did!

Guest Post Template #3: The “Top Mistakes” Post

As you’ve probably already guessed, this is an post that reveals the top mistakes that people make in the niche, along with information about how to avoid these mistakes.

How many mistakes you list and how much depth and explanation you give for each mistake really depends on your intended post length.

Title: Are You Making These [Niche Topic] Mistakes?

Alternative Title: Top [Number] [Niche Topic] Mistakes and How to Avoid Them

I remember what it was like when I was first starting out [trying to get a specific niche-relevant result, like “trying to lose weight”]. Everyone else made it look so easy. Seems like a lot of people on the forums and even some of my friends had [gotten this specific result] without any problems. But not me.

I was always getting tripped up by [specific obstacles that held you back]. And once I started to really pay attention to what others were doing, I soon learned that they too were making the same [topic] mistakes.

Now if you’re a [niche topic] beginner, I can almost guarantee you’re already making these mistakes – or if not, then you’re going to be making them, soon. And once you start making these mistakes, you’re going to find out that [niche process] is time-consuming, expensive and even painful. Unless, of course, you learn how to avoid these mistakes.

So forget about trial and error. Forget about learning this stuff through the school of hard knocks. Instead, learn from my mistakes and save yourself a lot of time, grief and money. Read on..

Mistake #1: [Insert one-sentence description of mistake here.]

Almost everyone I know who tries to [get a specific result] ends up making this mistake. That’s because it’s a bit counter-intuitive. If you look at this from a logical standpoint, you may feel like you should be [taking a specific step]. Turns out that’s wrong – you should be [taking a different step] instead.

Mistake #2: [Insert one-sentence description of mistake here.]

I made this mistake not once but twice when I was starting out. So let me save you from doing the same thing. Instead of [making this mistake], try [taking a different step] instead. You'll see much better results.

Mistake #3: [Insert one-sentence description of mistake here.]

Most people don't even realize they're making this mistake until [they get a bad result]. You can avoid this by [taking a specific action].

Mistake #4: [Insert one-sentence description of mistake here.]

If you ever [got a bad result] when you were trying to [complete a process or get a good result], then you were probably [making this mistake]. Next time, try [taking this alternative step] and see if you don't get better results.

Mistake #5: [Insert one-sentence description of mistake here.]

I've saved the best for last. That's because [explain why this mistake is so common and/or so dangerous or bad]. However, you can completely avoid [getting a bad result] simply by [doing this other thing instead]. It's actually easier than you think!

In sum...

Give yourself a pat on the back for paying attention to this post. Because now that you know the top [number] mistakes and how to avoid them, you'll be miles ahead of all the other people who're trying to [get some specific result].

So take this newfound knowledge and confidence and start [taking action on a specific process] today!

Guest Post Template #4: The "Rant" Post

The idea behind this piece is to push your readers' emotional buttons. You want to remind them about some injustice, some widespread bit of information, something shady or something else bad that's going on in your industry.

But be forewarned: this post may polarize people (which isn't necessarily a bad thing). Use sparingly and realize it's not right for every niche.

Title: If You're Not Mad, You're Not Paying Attention

Alternative Title: Every [Niche Group Member] Ought to be Upset About This...

I almost couldn't believe it when I first [heard/read] about [description of thing that has you upset].

I thought it had to be some kind of practical joke. I just didn't want to believe that [description of how this sort of thing could happen in your niche].

I guess maybe I'm just a little naïve. Maybe I'm not quite jaded or cynical enough to be [in this specific niche]. Maybe I want to believe that everyone is good and that no one would ever [do this bad thing that you're writing about].

Yeah, I know - just call me Pollyanna, the one who thinks that everything in the [niche] industry is all sunshine and roses.

But come on, even if people spend a lot of time dabbling in the darker side of this industry, this whole [description of the event, thing, person that has you upset] must still upset them. I can't be the only one, right? I hope I'm not the only one, otherwise I'm going to start losing my faith in humanity.

In case you're not familiar with this news story, let me explain...

[Insert a full explanation of what happened. For example, did a network of affiliates use shady software to hijack commissions? Did "natural" bodybuilders get caught using steroids or other illegal performance-enhancing drugs? Did a well-respected person in the niche get a blemish on their squeaky-clean record?]

I could understand this if [some particular thing had happened to change the course of events - e.g., the person in question had handled the situation differently].

But that's not what happened. Instead, [describe how the situation unfolded purposefully - e.g., no one did anything to stop it and/or they intentionally did something misleading, fraudulent, etc]. And that's what has me so up and arms about this whole situation. It just makes me sick every time I think about [insert what part of the situation is particularly bothersome to you].

Problem is, we can't ignore this in our industry. We shouldn't ignore it. We shouldn't let people get away with [insert description of whatever has happened in the industry]. And that's why I'm taking a stand. Starting today, I'm no longer going to

[describe what action you're going to take, such as not buy certain products, not support certain people, etc].

It's time we fight back against the dark underbelly of the [niche] industry. Maybe one person can't make much of a difference. However, if we stand together, united, and [describe what action people can take together], then we CAN make a real difference. We can make sure that [some bad thing doesn't happen anymore] and we can ensure [that some other bad thing never happens again].

I've already started [description of how you're taking a stand].
Who's with me?

Guest Post Template #5: The "Motivational" Post

The goal of this post is to motivate your reader to start taking some specific action. This works particularly well if you tell a story about someone who's similar to your reader, yet this person had to overcome plenty of obstacles to find success. The reader will think, "If this person can do, then so can I."

Note: Naturally, you can tell your own story to motivate readers. That's what I've done for this template below.

Title: How [Person] [Received Some Kind of Benefit]

Alternative Title: The Incredible Story of [Some Person Who Got a Surprising Benefit]

I didn't always [enjoy some benefit that you're currently enjoying, like "didn't always wear size 4 jeans" or "I wasn't always free of back pain"].

In fact, it wasn't all that long ago that I had to [endure or suffer from some bad thing, like "suffer from chronic allergies"].

Those were some of the [saddest, most embarrassing... or some other appropriate emotional description] times of my life. I can still remember what it felt like to [experience the emotional aspect of a bad thing, such as "hear people laughing at me because I was so heavy"].

Some days I just wanted to [insert appropriate description, such as cry, give up, move away, etc].

Then one day something really shocking happened to me. [Describe this shocking, life-changing or other impactful event that made you decide to make a change in your life]. And it's at that time that I

decided things needed to change. I needed to change. So I made the decision [to get some desired result].

It wasn't easy.

At that time I [describe what kind of obstacles you had, such as "had a full time job plus attending night school"], so [describe the impact of these obstacles - such as you were short on time, short on money, etc]. There were days that I didn't think I'd ever achieve my goal of [describe your goal].

It didn't help that other people didn't think I'd succeed, either.

You have no idea how many times I heard naysayers tell me things like:

- Why even bother?
- You're [too old/too young or some other reason].
- You can't do this because [insert some common objection why people can't accomplish the goal].

It's at that point that I realized that all of these other things going on in my life, like [describe perceived obstacles], weren't really obstacles at all.

They were excuses.

And the only real obstacle I had was to get over my negative thinking patterns and start believing that [insert description of who or what you needed to believe in].

Now don't get me wrong - I still needed to do a lot of other work in order to [accomplish the specific goal]. I studied [topic]. I talked to others who'd [accomplished the same goal]. And I learned a whole lot about [getting a desired result] simply through the process of trial and error.

But then one day I had a breakthrough: [describe the turning point]. And suddenly, I [describe how you were finally getting results].

How? Because [describe the most significant thing you did that spurred your success]. And I also [describe other thing you did that helped spur your success].

Listen, I know it's hard to [get a desired result], especially if you [have some specific obstacle]. However, I did it in spite of [having all these obstacles]. And I just know that if I can do it, then you can too.

Go ahead and try it - you might just surprise yourself!