**MSI PRESS BLOG GUEST POSTS**

Updated 10-10-23

**Value of Guest Posts**

*Purpose*

Guest posts can help us with content, and they can help you gain additional attention for your book(s).

*Contribution to book promotion*

Those authors who have written posts for us are among our best-selling authors; there is probably at least a minor correlation there.

Generally, these same authors are actively writing for their own blogs, local media, national newsletters, journals, magazines, and the like—every writing reinforces every other writing, builds credibility, and promotes your books. Often, the same article or post can be easily and quickly tweaked to serve multiple venues and purposes; that is how we treat our own approach to social media.

The more the topics, content, key words in your article appear across the Internet, the more discoverable your book becomes. This is one way of improving your SEO.

**Format for Guest Posts**

*Length*

We are quite flexible. The post can be as long or as short as you wish. If you are repurposing an article (i.e. lengthy) that you have contributed elsewhere, then it will be easier for us if you writet a one-paragraph introduction and then link to the article.

*Content*

There is no restriction on content as long as it falls within the topic of your book or another MSI Press book.

We love content that relates to a topic du jour, but our main daily blog posts are open to anything. (See our document on MSI Press social media to know how we organize topics and structure for our social media platforms. That can help you orient your thinking toward what to send us; on the other hand, send us anything, and we will figure out how to fit in

**Types of Guest Posts**

*Special “days”*

We can use contributions for US and world-wide holidays (e.g., Fourth of July, Cinco de Mayo, Bastille Day, Thanksgiving, Christmas, Boxing Day, any US federal holiday, and the like.)

We can also use contributions for religious holidays and holy days (any religion).

There are also days, weeks, and months devoted to particular topics, such as Black History Month, Breast Cancer Awareness Month, and many more—something for every day of the year. Choose your delight, and send us a post related to the topic. We will figure out how to get it in.

General comment: Please note that the earlier we get the post and any link, the more likely we will be able to post your contribution on the day you would like.

*Your own posts*

If you write a post on your blog for any reason at all, please share it with us. We can probably make it fit somewhere—and that becomes good promotion for you since our blog posts are read by thousands. We can amplify your reach. Plus, our blog posts are continually linked to new blog posts over time; it is not just a one-shot deal. Nor is it a one-venue deal because we can we re-post on Twitter, Instagram, and Face Book—and share selected posts in our e-blasts.

*A media article*

Whether or not you have a blog, consider writing a post for local media, someone else’s blog, or do a podcast – and send me the link.

*Just for MSI Press blog*

Sure, you can write a blog post just for us. We will be happy to have it!