An invitation to write for StartupCafe

A guide to guest blogging for volunteer bloggers on StartupCafe

1) BENEFITS OF GUEST BLOGGING

There are various benefits of writing a guest blog for StartupCafe. For those that have recently began writing blogs it gives the opportunity to develop your writing skills and techniques. For the more experienced out there, this gives a great opportunity for you to get exposure, getting new audiences and potential subscribers to your existing blog while increasing targeted traffic to your site. Beyond this, it also gives you a real opportunity to build relationships with StartupCafe, featured entrepreneurs and potentially other bloggers. Celebrating its 3rd birthday this year, writing for us will not only help you gain credibility, but will also help you expand your network and become a part of the thriving Start-up community while gaining quality backlinks to your website. Further, if we get positive response to your post, you could be asked to post on a more regular basis.

2) DO YOU QUALIFY?

We are a very niche and targeted blog. Our aim is to create an online community in which start-ups and budding entrepreneurs can find out about events, news and other start-up businesses that could benefit them.

If you are a volunteer blogger with a keen interested in entrepreneurship, technology trends, start-ups and innovations, Start-up Café is the perfect place for you! Volunteer bloggers get the opportunity to use their knowledge, interest and initiative to bring interesting and fresh content to the site.

3) WHAT ARE WE LOOKING FOR?

Please read carefully to find out what our requirements and expectations are from your guest post and write your blog in accordance to these.

1. TOPICS

- **News** from the entrepreneurial community (or for entrepreneurs)
    - Development of new technology?
    - New product to help start-ups?
    - Featuring new/exciting start-ups
- General **post on milestones a start-up** has just hit – securing a client, receiving investment, winning an award
- Is there a gap on our site? – Fill us in!

2. CONTENT

- Do your **research**
    - Write an **informative piece** that is backed up by research, charts, data, expert quotes, not merely your personal opinion.
    - We expect your post to **target our audience**
- Create **original content**; tell our readers something new; a new perspective, new product, technology, news etc.
- Use only **original material**; it is one of our main requirements that the article/post has not been published previously and remains exclusive to our site (links to the blog post are of course welcome and encouraged)
- Do not **advertise** – rather use your post to inform.
- We recommend that you **include** at least 1 **image** (linking it back to the image owner)
- **Provide sources**
- You **must** be able to engage with the comments on your blog post.

3. LINKS

- You can have **up to 3 links** (no affiliate links):
    i. To your website (this should only be included if it **adds value** to the reader!)
    ii. Biography
    iii. Twitter user name (optional)
- No restrictions on linking to other blog entries on StartupCafe or even your own blog (as long as they add value)

4. EDIT

- Proof read your post before sending. Check for grammar, spelling, punctuation and any other mistakes before submitting

5. FORMAT

- **Word count**: 600 – 800 words
- **Font:** Cambria (body), size 12
- **Line spacing**: Single

- **Style**: Please our website http://startupcafe.co.uk/ to get a feel for our writing style

6. USEFUL ARTICLES ABOUT GUEST BLOGGING

- "[Seven steps to a successful post](#)" by Jeff Goins
- "[Anatomy of an Effective Blog Post](#)" by Yours Truly
- "[9 Ways Become an Exceptional Guest Poster](#)" by Darren Rowse
- "[Seven Steps to Writing a Successful Guest](#)" Post by Jeff Goins.
- [7 Crucial Tactics for Writing a Radically Successful Guest Post](#) by Blog Tyrant

4) WILL MY POST BE ACCEPTED?

As long as you follow carefully our guides in "[What are we looking for](#)" there is a good chance that your post will be accepted for publishing. If we feel that it does not add value to our readers, however, we reserve the right to refuse to publish a post.

1) SUBMISSIONS

- Before writing a full guest post contact us on hello@startupcafe.co.uk sending a **brief outline of your idea** for the post, one of your **previous blog post** (if you have one) and a **brief biography** of yourself written in 3rd person (max 50 words).
- We will respond within 1 week of our approval of the topic
- Submit your finished post by e-mail to hello@startupcafe.co.uk . We will respond within one week of receiving it.
- Please indicate the size of your readership; number of blog readers, Facebook friends /fans, twitter followers, etc. (if applicable)
- Confirm that you can engage with reader comments about your post.
- If your post is successful it will be published within a couple of weeks on our site, when your post will be published depends largely on the number of submissions we receive
- Our guest blogger posts are published every Thursday

2) EDITING

- We will run through the grammar, spelling, punctuation, etc. of your work, however it is expected of you that your submission does not have mistakes.
- We won't make substantive changes, if yet we will ask for your approval before publishing it.