

Does Guest Blogging Work? – a case study

Hi there. My name is Steve Maurer and I'm a member of the Writers' Huddle. I'm a B2B content marketing and copy writer from Fayetteville, Arkansas.

So, does guest blogging work and just how effective can it be? Even with the pronouncements of Matt Cutts at Google, is guest blogging still a viable means of getting yourself known and, in my case, generating business? As long as you follow the rules, the answer is yes.

Ok. I know. I need to add a disclaimer here that these results may not be typical. But guest blogging is working for me. Here's a little background on a recent event.

Uberflip, a content marketing hub, is a client of mine. I've been writing articles for them for over a year now. It's a paid gig, so I get to do what I enjoy and get paid to do it.

On March 10, 2014, this article went live: [How to Write Compelling Content for "Boring" Industries](#). For some reason this article struck a chord and as I promoted it on LinkedIn and other social media sites, the comments started to pour in. Two months later, it still pops up in discussions.

A few weeks ago, I got an email from a business owner in Los Angeles, California. Here's an excerpt:

I was checking out uberflip this afternoon and stumbled upon your article, "How to write compelling content for 'boring' industries." I was intrigued because my husband does strategic planning and leadership coaching for small to medium-size businesses and those are rather dry subjects, to be sure. Just the mention of strategic planning makes most people want to poke their eyes out and very few business leaders think they need any coaching at all.

*So I loved the article and your writing style. That led me to your **LinkedIn profile** (awesome, by the way) and then I went straight to your **website** to learn more about you. We weren't even considering hiring a copywriter at this time but after going through your articles and looking through your website, you sound like exactly the kind of guy who could help us and who we would love to work with.*

I guess what resonated with me was your down to earth style and the engaging, informative way you write. Plain and simple and no jargon speak - what we call straight talk. Perfect! You seem nice and down to earth, and your conversational tone matches our style exactly. So your copy did exactly what it was supposed to do – it gave me a sense of who you are and how you can help us and the likability and trust factor/expertise you demonstrated in your articles caused me to contact you.

So let's talk! We need you to do the same for us! :)

Long story short, we did talk on the phone twice before I sent a proposal for the job. They accepted the proposal and this week we're starting the project.

Fee for the project? Just under \$3,000.

Can guest posting work? Yes, it can. A well-written post promotes your skills and expertise and that can lead you to further success. By the way, reread the second paragraph of the email excerpt. It contains two other vital components of your online success. For the best results, use the total package.