



Hello!

From the desk of Emma Lisa,
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Thank you for becoming a Guest Blogger on the [Eat Nourish Glow Blog](#).

The Brief

We're looking for Aussie Mums who have started a passion-filled business with blogs, services and/or products that support women and mothers on their health and wellness journey. We are building a social network of women business owners, coaches, and wellness advocates with the intention of leveraging social reach in a jointly reciprocal blogging community.

Our ideal Guest Blogger will have some blogging experience but it is not a strict requirement if you are a total newbie (we'll teach you how and have an easy template below for you). You must be able to provide a well-written article with good grammar skills that provides a lot of value and free tips to the reader without sounding like a sales pitch. Click [here](#) and [here](#) to see examples.

Product Promotion

We will strategically deeplink to your products within the blog post, and the blog post footer will include your headshot, bio and social links.

Please provide your links and the URLs to the products mentioned in your article to feature in the blog post (must be online with professional photos).

- 1) Product #1 -
- 2) Product #2 -
- 3) Product #3 -

Business Name	
Website URL	
About Page URL	
Owner/Contact Name	
Instagram	
Pinterest	
Facebook	
YouTube	
TikTok	
Other Links	

Please answer these questions for your bio:

How long have you been in business and what made you start or come up with the idea for the products/services? Include where you live, how many kids you have and any hobbies and interests you enjoy.

<p>What void did you notice was in your niche marketplace that your products/services filled/fixed/provide? What's the common feedback on your products/services and how they do to change the lives of women/mums for the better?</p>
<p>Additional Comments:</p>

Guest Blog Post Format

There is no single way to write a blog post, but here is the preferred way to compose guest posts for our review. If you are an experienced blogger, please go ahead and submit in your own way. If you are a novice, please use this format to help you draft and create your blog post.

THE BLOG HEADING TITLE

Some tried-and-true formulas are:

How [the life changing benefit] Using [your product] Helps [describe type] Mums Over 40.

Why You Need [product name] In Your Life & [what can happen without it].

10 [secret/simple/easy/clever etc] Ways To _____ Using [your product] For [describe niche] Mums.

The Secrets Of [describe who your product helps] Every Woman Should Know.

This Mum Tried [your product] And Her Life Change [describe how] & Yours Can Too!

THE BLOG POST HOOK

Add a catchy title and hook. The first sentence and paragraph will show up on all social shares and is best used to hook your reader. Create a relatable hook or ask a question related to your title above and draw the reader in... For example:

Title - *“How The Menstrual Cup Boosted My Confidence & Got Me Back In A Bikini Again!”*

Hook - *Have you ever wondered what it might feel like to try (the menstrual cup) but have been too embarrassed to ask a friend? Well, after a few Yellowglens, I got my older sister*

to spill the beans. After her third child, she swears by the [name type of product] and that got me thinking of how to create my own

THE BLOG BODY

Here's where you begin to answer the question you raised earlier, or to start to explain your initial statement. Fill in the details related to your initial statement or question. Share why you've made the statement and back it up with research, facts, opinions, or customer feedback on the subject...

CREATE A HANDY LIST

Be sure to reference yours or customer's real life problems (without being salesy). This must be of value to the reader/niche and read as a helpful article not a sales piece. Talk about real life, customer feedback on how its changed their lives/made a difference, or why you love it so much you went into business making them.

OPTION #1 - CHECKLIST OR KEY POINTS STYLE

Create a bullet-list of your key points. If you've been writing about periods interfering with Mums enjoying life, you might create three or four bullet points and demonstrate how [your product] makes life better that ties in with your title/hook. Example:

Get Back In That Bikini

Hitting the water while on your period can be a worry [explain why with tampons]. The [your product] stays put and unlike tampons [list benefits of your product], won't become waterlogged leaving you worry about a quick dash to the toilets. Its easy to use and [list benefits relating to heading and wearing bikini].

OPTION #2 - LIST FORMAT STYLE

Format at least 5 - 10 list points around your products. Compose a handy list to help the reader cope better with their periods and tuck in your product. Example:

Use A Period Tracker

I've found tracking my cycle was a game-changer even though I am no longer able to have babies. I use [provide free app or helpful options]....

Pre-Menstrual Self-Care

Because I know where I am in my cycle I have found I can better cope with PMS. I created a little monthly kit with essential oils, treats, and [name your product among the self-care products] that helps me mange much better.

WRAP UP THE POST

Add a summary paragraph after your list to tie everything you've share together.

CLOSE WITH A QUESTION

End with something that invites interaction in the comments section below the post. Something as simple as:

"Have you ever tried [your type of product] before? Tell us how it helped you in the comments. We'd love to hear your story."

“What’s the worst/best experience you ever had with [your type of product]?”

.....

SUBMISSIONS

Please submit to Emma Lisa via email at info@eatnourishglow.com.au and allow 2-3 days for review. Alternatively, you can drop the Word file in Messenger and shoot me a quick message. If you need help, book a 15-Minute chat [here](#).

Can't wait to collaborate!!!

Emma Lisa
xx

Blog Post Template

Blog Post Title

01. Introduction

- Hook (quote, anecdote, interesting stat): _____
- Identify the problem: _____
- Offer your solution: _____
- Summarize what the blog post is about (1 sentence): _____

02. Main Idea #1

Header

- Start with a transition sentence:

- Add supporting details:

- Clearly define and explain key concepts

- Use actionable tips whenever possible

- Include numbered and bulleted lists (optional)

- End with a summary statement:

03. Main Idea #2

Header

- Start with a transition sentence:

- Add supporting details:

- Clearly define and explain key concepts

Blog Post Template

- Use actionable tips whenever possible

- Include numbered and bulleted lists (optional)

- End with a summary statement:

04. Main Idea #3

Header

- Start with a transition sentence:

- Add supporting details:

- Clearly define and explain key concepts

- Use actionable tips whenever possible

- Include numbered and bulleted lists (optional)

- End with a summary statement:

05. Conclusion

- Wrap up the main points of the article:

- Push your readers to take action: