

# Guest Blogging Checklist

CHECKLIST

## Targeting

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- Yes |  No |  Somewhat Our audiences are similar (even if we don't operate in the same niche)
- Yes |  No |  Somewhat I could imagine doing business with them because our values are aligned
- Yes |  No |  Somewhat We speak to our audience in a similar way

## Popularity

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- Yes |  No |  Somewhat This site gets over 2k unique visit per month
- Yes |  No |  Somewhat This site has a growing number of social media fans

## Sentiment

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- Yes |  No |  Somewhat Their audience really listen to what they have to say
- Yes |  No |  Somewhat Their audience takes the time to engage in conversation in a positive way

More than 2 no's? This could be an indication that this is not the right publication for you!