How to Write For Forbes & Major Media Sites

LEADx

WELCOME

Would you like to get your message to more people, build your brand, increase traffic, email signups and leads?

Whether you are an author, speaker, consultant or entrepreneur, content marketing can be the most effective way to build your business.

When you become a writer for a major media site you benefit from the halo effect. Their brand power, becomes your brand power.

Use this guide to begin accumulating article placements in your favorite online publications.

© 2017 LEADx Inc.

Sites That Accept Guest Posts

Domain Authority (DA) reflects Google status and is a good proxy for how prestigious the site is.

#	MEDIA	DA	Contact	CONTENT
1	Forbes	97	Submit	Business
2	Tech Gadgets	97	Submit	Technology
3	The Guardian	96	Submit	Entertainment, finance, business, sports
4	Mashable	94	Submit	Social media, technology, business, entertainment
5	Business Insider	93	Contribute	News, business, sports, etc
6	Tech Crunch	93	Submit	Technology, finance
7	Politico Magazine	93	Submit	Politics
8	eLearn Magazine	92	Submit	Education, reviews
9	Moz	91	Submit	SEO, marketing, blogging
10	Fast Company	91	Submit	Business, finance, technology
11	Entrepreneur	90	Contribute	Marketing, social media, business, finance, news
12	Search Engine Land	90	Submit	SEO, marketing
13	Inc Magazine	90	Submit	Finance
14	Hubspot	89	Submit	Marketing
15	Venture Beat	89	Submit	Technology
16	Smashing Magazine	89	Submit	Web design
17	A List Apart	88	Submit	Web design, content

#	MEDIA	DA	Contact	CONTENT
18	Psychology Today	88	Submit	Psychology, self improvement
19	Copyblogger	87	Submit	Blogging, marketing
20	Read Write	86	Submit	Technology
21	Creative Bloq	85	Submit	Blogging, web design
22	Health Line	85	Submit	Fitness, health
23	Investopedia	85	Submit	Finance
24	Social Media Examiner	84	Submit	Social media
25	Content Marketing Institute	84	Submit	Content marketing
26	Site Point	83	Submit	Web design, technology
27	Kissmetrics	82	Submit	Web Analytics, case studies, landing page optimization
28	GetResponse	82	Submit	Marketing, productivity, platform, automation
29	The Kitchen	82	Submit	Food
30	Small Business Trends	82	Submit	Business
31	Edutopia	81	Submit	Education
32	Marketing Land	81	Submit	Marketing, SEO
33	Life Hack	81	Submit	Self improvement
34	Open Democracy	80	Submit	Politics
35	Social Media Today	79	Submit	Business, social media, marketing

#	MEDIA	DA	Contact	CONTENT
36	Sonic Bids	79	Submit	Music
37	Web Designer Depot	78	Submit	Web design
38	CoSchedule	77	Submit	Content marketing, blogging, social media
39	MarketingProfs	77	Submit	Marketing
40	Benchmark	77	Submit	Marketing, social media, SEO
41	Travel Blog	77	Submit	Travel
42	Manning	76	Submit	Technology
43	OutBrain	76	Submit	Blogging, marketing
44	Pole Position Marketing	75	Submit	Digital marketing, marketing, analytics, SEO, social media, web design
45	Convince & Convert	75	Submit	Social media, online marketing
46	Greatist	75	Submit	Health, relationships
47	Oil Price	75	Submit	Finance
48	Hello BC	75	Submit	Camping
49	Hongkiat	74	Submit	Web design, technology
50	Digital Photography School	74	Submit	Photography
51	Colossal	73	Submit	Photography
52	Digital Inspiration	73	Submit	Web design, blogging, technology
53	Cafe Mom	72	Submit	Family
54	Daily Blog Tips	72	Submit	Blogging, marketing

#	MEDIA	DA	Contact	CONTENT
55	Above the law	71	Submit	Law
56	Hostel Bookers	71	Submit	Travel
57	Go Abroad	70	Submit	Travel
58	Get Rich Slowly	70	Submit	Finance
59	Contact Music	70	Submit	Music
60	Thesitegirls	69	Submit	Blogging, social media
61	Money Crashers	69	Submit	Finance
62	One Green Planet	65	Submit	Environment
63	Advanced Web Ranking	64	Submit	Marketing, SEO
64	B2Bmarketing	63	Submit	Blogging, marketing
65	Pick The Brain	63	Submit	Self improvement
66	The Blog Herald	63	Submit	Marketing, blogging
67	Bigger Pockets	63	Submit	Finance
68	Search Engine People	62	Submit	SEO, social media
69	Design Shack	62	Submit	Web design
70	Money Saving Mom	62	Submit	Finance
71	Post planner	61	Submit	Social media
72	Killer Startups	61	Submit	Entrepreneur
73	Socialnomics	60	Submit	Business, social media
74	The Bark	60	Submit	Pets
75	Instant Shift	60	Submit	Web design

#	MEDIA	DA	Contact	CONTENT
76	Mailjet	60	Submit	Email marketing
77	Curbly	59	Submit	Home design
78	TheplanetD	59	Submit	Travel
79	TechWyse	58	Submit	SEO, social media, marketing
80	Escape Artist	57	Submit	Real estate
81	Travel Supermarket	57	Submit	Travel
82	Shout Me Loud	56	Submit	SEO, marketing
83	Inspiration Feed	56	Submit	Web design, SEO, social media
84	Modest Money	54	Submit	Finance
85	Men With Pens	53	Submit	Business
86	eDreams	53	Submit	Travel
87	Kikolani	53	Submit	Blogging, marketing
88	Addicted 2 Success	52	Submit	Entrepreneurship
89	Well-BeingSecrets	52	Submit	Well-being
90	Brain Blog	51	Submit	Health
91	Marketing Tech News	51	Submit	Marketing
92	Crazy Leaf Design	51	Submit	Web design
93	Sociable Blog	51	Submit	Social media, marketing, growth hacking
94	Craftbits	51	Submit	Craft
95	Craft Gossip	51	Submit	Craft
96	Hinge Marketing	51	Submit	Marketing

#	MEDIA	DA	Contact	CONTENT
97	Incomediary	51	Submit	Make money online
98	Inc 42	50	Submit	Blogging, marketing
99	Love My Dress	50	Submit	Wedding
100	Viral Blog	50	Submit	Social media, technology
101	Video Brewery	50	Submit	Video
102	Traffic Generation Cafe	49	Submit	Traffic generation strategies
103	Today's Mama	49	Submit	Food, lifestyle
104	Basic Blog Tips	49	Submit	Blogging
105	Growmap	48	Submit	Marketing, SEO
	Famous Bloggers	48	Submit	Blogging, social media, SEO
106	Blog Engage	48	Submit	Blogging
107	Ecopreneurist	48	Submit	Entrepreneur
108	AppendTo	47	Submit	Programming, education
109	Opportunities Planet	47	Submit	SEO, social media, blogging
110	The Work at Home Woman	47	Submit	Social media, blogging, business
111	Tutora	47	Submit	Education
112	Fine Craft Guild	45	Submit	Home, craft
113	Work in Sports	45	Submit	Sports
114	Global Grasshopper	45	Submit	Travel
115	SEO Hacker	44	Submit	Marketing, SEO

#	MEDIA	DA	Contact	CONTENT
116	Smart Hustle	44	Submit	Entrepreneur
117	PR Couture	43	Submit	Fashion
118	Mirasee	42	Submit	Marketing, business growths
119	Off the Post	42	Submit	Sports
120	Birds on the Blog	41	Submit	Blogging
121	Sports Networker	41	Submit	Sports
122	Beating Broke	41	Submit	Finance
123	Money Mini Blog	41	Submit	Finance
124	iBlogzone	40	Submit	SEO, marketing, blogging
125	Brand Driven Digital	40	Submit	Social media, marketing
126	Making Different	40	Submit	Blogging, technology
127	Hellbound Bloggers	39	Submit	Blogging, social media, technology
128	Mookychick	38	Submit	Home
129	Internet of Things News	38	Submit	Technology
130	Dealer Marketing	37	Submit	Marketing
131	Outdoorzy	37	Submit	Hunting
132	Lift for Life	36	Submit	Fitness
133	Six Suitcase Travel	36	Submit	Travel
134	Sports Then & Now	36	Submit	Sports
135	Ms tech	36	Submit	Technology
136	Be a Better Blogger	36	Submit	Blogging

#	MEDIA	DA	Contact	CONTENT
137	In The Know	35	Submit	Travel
138	We Are Holidays	34	Submit	Travel
139	High Def Geek	34	Submit	Technology
140	Techlila	34	Submit	Technology
141	The Finance Wand	33	Submit	Finance
142	FitAthletic	32	Submit	Fitness
143	Vector Central	32	Submit	Home
144	iTech Code	32	Submit	Blogging, SEO, social media
145	Entrepreneurship Life	31	Submit	Entrepreneur
146	Tech Patio	31	Submit	Marketing, SEO, technology
147	One Fitness	30	Submit	Fitness
148	Hello Vancity	30	Submit	Fashion
149	Entrepreneur Mom Now	30	Submit	Entrepreneur
150	TQS Magazine	29	Submit	Fashion

EMAIL PITCH TO ONE CONTRIBUTOR FOR "EXCLUSIVE" PRESS RELEASE

Below is an actual email I sent to a contributor at Inc.com, which resulted in my appearance in the publication within just days. I've omitted the name of the contributor and article just to protect their privacy.

> SUBJECT: NAME, Can you use this exclusive article on Inc?
>
> NAME, I've attached a well-balanced, ready-to-run press release for an article tentatively titled "Top 10 --REST OF TITLE OMITTED--".
>
> As a fan of your work, I literally wrote this with you in mind and I'd love to see this run exclusively on Inc under your own byline. Of course you can edit it as you see fit.
>
> If you like it, I won't share it with anyone else; you won't see copies popping up anywhere else on the internet.
>
> And if it isn't right for you, no worries. There are a couple other contributors who it might be a fit for, but I wanted to give you first dibs. ;-)
>
> Let me know what you think.
>
> Kevin Kruse

© 2017 LEADx Inc.

SAMPLE READY-TO-PRINT PRESS RELEASE

FOR IMMEDIATE RELEASE
July 1, 2008
Contact: Gail Rubin
505-265-7215, grpr@flash.net

BUSINESSES CAN EXPAND WITH EXISTING CLIENTS EVEN IN TOUGH ECONOMIC TIMES

Albuquerque, NM – Though times are tough with the economy right now, it's easier and cheaper to keep an existing client than to get a new one. The key to growing revenue streams with existing or past clients is continuing to nurture those valuable relationships, says sales and marketing consultant Lenann McGookey Gardner.

"In today's competitive economy, you can be sure that your competitors are calling your clients. Your past clients may have left you already and you don't know it," says Gardner, author of *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services.* "If your clients aren't calling you, make it your business to keep in touch with them."

Gardner recommends contacting clients an absolute minimum of twice a year, preferably more often. Keep contacts warm by phone, email, snail mail, or – if you are located in the same town – in person over coffee, breakfast, or lunch. Some specific tactics for contacting existing or past clients include the following activities.

Forward or snail-mail article clips.
"Keep on the lookout for articles about the client or his or her company. When you see a story, send a link via email with a provocative subject line, or cut the article out and mail it along with a note of congratulations on 'getting such great press.' You can also send articles about their industry or new initiatives their competitors are undertaking, as a way of helping to keep them informed," says Gardner. "If you're snail-mailing your article, hand-write your notes on the article itself, so you will always get the credit for sending it."

Send news of your company, but personalize it.

"News of new services you offer, or even old services that might be helpful specifically to a past client, is more likely to be read if it comes with a personal note from you. You can do this both in email and snail-mail," says Gardner. "Never believe your clients know everything you can do. They probably only think of you as doing what they have already purchased from you."

Enlighten the client without damaging the ego.

Gardner's work focuses on sharing the latest research about what's working in sales today, but sometimes she finds ancient advice can be very contemporary. She cites this passage from *Clients for Life* by Andrew Sobel and Jagdish Smith: "Princes like to be helped, but not surpassed. When you counsel someone, you should appear to be reminding him of something he had forgotten, not the light he was unable to see," according to Baltasar Gracian, a 17th century Jesuit priest and advisor.

"Be careful, when you send information, that you're saying in effect, 'Here's a reminder,' not, 'You are so stupid that you've forgotten to do this,'" explains Gardner. "Sometimes, you can suggest doing something that you know is likely to be on your client's To-Do list, offer to take that job and complete it for him, freeing up his time."

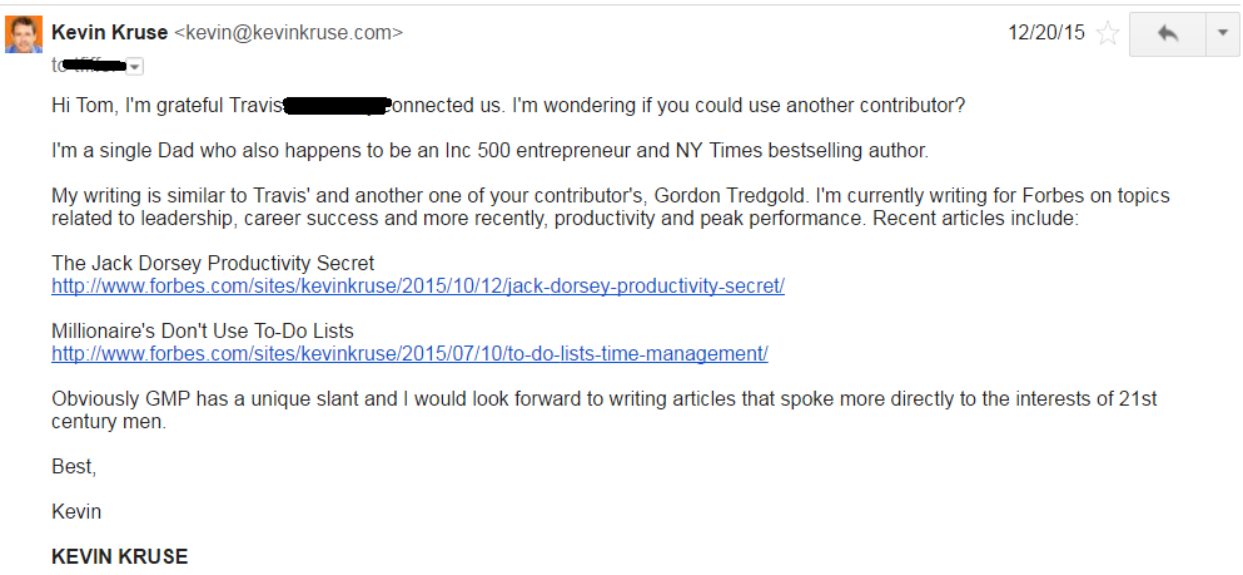
Focus on the human being, not your product.

"When you are reaching out to reconnect with a past client, use your time on the phone to focus on your client's pain rather than the product or service you are offering. The more you focus on understanding what's hurting him now, the more you'll build trust, which is essential if he is to decide to work with you again," says Gardner.

Lenann McGookey Gardner, a Harvard MBA and a past #1 worldwide sales rep at Xerox, offers keynote speeches on state-of-the-art selling and closing skills and executive and sales coaching for business success. Her book *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services* is the one guidebook highlighting all the latest research and data on what's working now in contemporary selling. More information is available at www.YouCanSell.com.

# # #

EMAIL PITCH I USED TO LAND GOODMEN PROJECT



Kevin Kruse <kevin@kevinkruse.com> 12/20/15

to [redacted]

Hi Tom, I'm grateful Travis [redacted] connected us. I'm wondering if you could use another contributor?

I'm a single Dad who also happens to be an Inc 500 entrepreneur and NY Times bestselling author.

My writing is similar to Travis' and another one of your contributor's, Gordon Tredgold. I'm currently writing for Forbes on topics related to leadership, career success and more recently, productivity and peak performance. Recent articles include:

The Jack Dorsey Productivity Secret
http://www.forbes.com/sites/kevinkruse/2015/10/12/jack-dorsey-productivity-secret/

Millionaire's Don't Use To-Do Lists
http://www.forbes.com/sites/kevinkruse/2015/07/10/to-do-lists-time-management/

Obviously GMP has a unique slant and I would look forward to writing articles that spoke more directly to the interests of 21st century men.

Best,

Kevin

KEVIN KRUSE

EMAIL PITCH TEMPLATE TO EDITOR TO BECOME A CONTRIBUTOR

SUBJECT: Quick contributor question

Good Morning [Editor's First Name],

I write for [Publication] and [Publication], and am a [Credential] and [Credential].

I'm reaching out today to see if [PUBLICATION NAME] is looking for new contributors at this time.

My articles are very similar to NAME's and NAME's work on your site. You can see these recent articles which have done well:

[Article/Link]
[Article/Link]

Let me know what you think and I hope you have a great week.

[Your Name]

© 2017 LEADx Inc.

HOW TO GUESS SOMEONE'S EMAIL ADDRESS

Often you can just see someone's email address listed on their website or on their profile on LinkedIn.

You can also look at press releases issued from their company and at the bottom there will be contact information. For example, if the press release says, "For more information contact Jane Smith at jsmith@company.com" you can now see they use first initial plus last name as their email format.

You can also just guess common email address formats (i.e., use different combinations of first and last name with company domain name) using the chart below.

Structure	Steve	Stephen	Stephan	Steven
firstname_lastname @company.com	steve_lewis @cc.com	stephen_lewis @cc.com	stephan_lewis @cc.com	steven_lewis @cc.com
firstnameLastname@ company.com	stevelewis @cc.com	stephenlewis @cc.com	stephanlewis @cc.com	stevelewis @cc.com
firstnameinitial_lastn ame@company.com	s_lewis @cc.com	s_lewis @cc.com	s_lewis @cc.com	s_lewis @cc.com
firstnameinitiallastna me@company.com	slewis @cc.com	slewis @cc.com	slewis @cc.com	slewis @cc.com
firstnamelastnameinit ial@company.com	stevel @cc.com	stephenl @cc.com	stephanl @cc.com	stevenl @cc.com
lastname@company. com	lewis @cc.com	lewis @cc.com	lewis @cc.com	lewis @cc.com
firstnameinitialmiddle nameinitiallastname @company.com	steveklewis @cc.com	stephenklewis @cc.com	stephanklewis @cc.com	stevenklewis @cc.com

And then use the website www.MailTester.com to try each combination and it will return "Invalid mail domain" if it's wrong.