

# An invitation to write for StartupCafe

## A guide to guest blogging for Start-ups on StartupCafe

<b>1) BENEFITS OF GUEST BLOGGING</b>	<b>2</b>
<b>2) DO YOU QUALIFY?</b>	<b>2</b>
<b>3) WHAT ARE WE LOOKING FOR?</b>	<b>3</b>
INITIAL PROFILE BLOG POST – 60 second interview	3
FOLLOW-UP BLOG POST	4
<b>4) WILL MY POST BE ACCEPTED?</b>	<b>4</b>
SUBMISSIONS	4
EDITING	4

## 1) BENEFITS OF GUEST BLOGGING

There are various benefits of writing a guest blog for StartupCafe. Writing a guest blog gives you a great opportunity to get exposure for your start-up, while giving you the chance to build relationships with StartupCafe and featured entrepreneurs. Celebrating its 3<sup>rd</sup> birthday this year, writing for us will not only help you gain credibility, but will also aid in expanding your network and become a part of the thriving Start-up community while gaining quality backlinks to your website. Further, once submitted an article, we are keen to hear more of your development and often will ask you to write a follow-up guest article about how you are doing a couple of months after your first publication.

## 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 start-up and you want to get exposure while networking with others companies, StartupCafe is the perfect place for you! If you have been functioning for less than 3 years, have less than 15 employees and/or are launching your first product, we want to hear from you!

### 3) WHAT ARE WE LOOKING FOR?

If you are a start-up we are very keen to hear from you! The structure of our posts for start-ups is the following. We ask each start-up to write, what we call, an initial “profile blog post”. This is of a form of an interview, where your company gets asked a set of questions about several of its aspects. This is then followed by another article / post about the company and its progress a couple of months after the initial post. Your relationship with StartupCafe doesn’t have to end there; you can stay on and produce additional post as a freelance blogger, should you be interested. To find out more about guest blogging as a freelance blogger please see “A guide to guest blogging for freelance bloggers on StartupCafe”.

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. INITIAL PROFILE BLOG POST – 60 second interview

##### a. CONTENT

- Main aim: to introduce the company to our readers, NOT a sales pitch!
- In a Questions & Answers format. Questions you might consider:
  - What is your start-up?
  - Why did you enter this market?
  - How far have you gone?
  - Where did you start?
  - Do you have any funding?
  - What would you do differently next time?
  - What have you achieved so far?
  - Where did you find support?
  - What difficulties did you come across so far?
  - What are the positive outcomes you have achieved so far?
  - Tell me about your team?
- To get an even better idea of the type of questions we would generally expect you to answer please visit: <http://startupcafe.co.uk/category/60-second-interview/>
- Have a clear structure (introduction, main body, conclusion)
  - **Title:** Make it clear, brief and descriptive
  - **Description:** Summary of the interview (appears as “grab” at the top of the story – make it interesting to convince reader read on)
  - **Body:** Try to focus on the relevant information. Be concise and structured
- We recommend that you include at least 1 image (linking back to its source)
- You must be able to engage with the comments on your blog post.

##### b. 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)

#### c. EDIT

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

#### d. FORMAT

- **Interview:** Questions & Answers
- **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

## 2. FOLLOW-UP BLOG POST

- General post on milestones of your start-up – did you secure a significant client, receive investment (what was it for, how did it help, etc...) or win an award...etc?
- Do you have exciting news about your company, technological developments or other news that relate to your company that you want to share?
- For full guidance on how to write a guest article please read “A guide to guest blogging for freelance bloggers on StartupCafe”

## 4) WILL MY POST BE ACCEPTED?

We are very keen promoters of start-ups, so as long as you follow carefully our guides in “[What are we looking for](#)” there is a very good chance that your post will be accepted for publishing. However, we reserve the right to refuse to publish a post if we feel that it is not written in accordance to our guidelines or does not add value to our readers.

### a. SUBMISSIONS

- Before writing a full guest post contact us on [hello@startupcafe.co.uk](mailto: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 3<sup>rd</sup> 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](mailto: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 60 – second interviews are published every (second) Monday

### b. 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.