



2022

Guest Blogger Guidelines

WRITE

Write for our blog, become a regular magazine columnist, or submit articles!

Benefit: Position yourself as an expert, get exposed to our audience, and get your name out there. Find out more under Magazine and Blog.

WWW.USOLMT.COM



GUEST BLOGGER GUIDELINES

What's the Rub? PRODUCED BY USOLMT

INTRODUCTION

What's the Rub, the USOLMT blog, is published on a weekly basis, recurring each Sunday. Posts are scheduled up to 3 months in advance.

TOPICS

USOLMT is looking for guest bloggers to write on anything that might be of interest to massage therapists. If you have a question about your topic, please submit it to usolmt@gmail.com.

GUEST BLOGGERS

Guest bloggers agree to submit articles at least 1 week in advance.

Blog posts should be between 400 minimum and 800 maximum words. All submissions will be proofed and edited prior to publication.

Guest bloggers may submit blogs in advance, however, the same guest blogger will not be published more than once per month.

BLOG SUBMISSIONS

Only one blog post should be submitted at a time for the upcoming USOLMT blog post.

Writers should submit with their article:

- Link back to their website
- Current color photo
- Short Bio (Name, Location, Business Name, Tagline)

Writers should also agree to:

- Provide a link back to the USOLMT website on their blog
- Promote their blog post on the USOLMT website to their audience on all social channels

Please see the calendar below for submission beginning dates and deadlines.

SCHEDULE

We schedule blog posts for the following month on the 4th week of each month.

HOW TO SUBMIT A BLOG POST:

- Submit your written blog post in a Word or Google Document
- Indicate the topic of your blog post

GUEST BLOGGER GUIDELINES

- Submit your photo, short bio, and word document to usolmt@gmail.com with Guest Blog
- We will get back to you within 4 business days to confirm we have received your blog and let you know when it will be scheduled to post

VOLUNTARY SUBMISSION:

Writing for the USOLMT weekly blog is all-volunteer. Writers and columnists are not paid monetarily for their posts at this time, however, the exposure to our audience and the promotion you'll receive is well worth your time and effort!

Guest blog posts are for reciprocal promotion between both parties.

We look forward to working with you and growing our blog's readership together as partners in positive collaboration!