

Start Writing!

Get Published on Popular K-12 Blogs



Ed2Market

START WRITING!

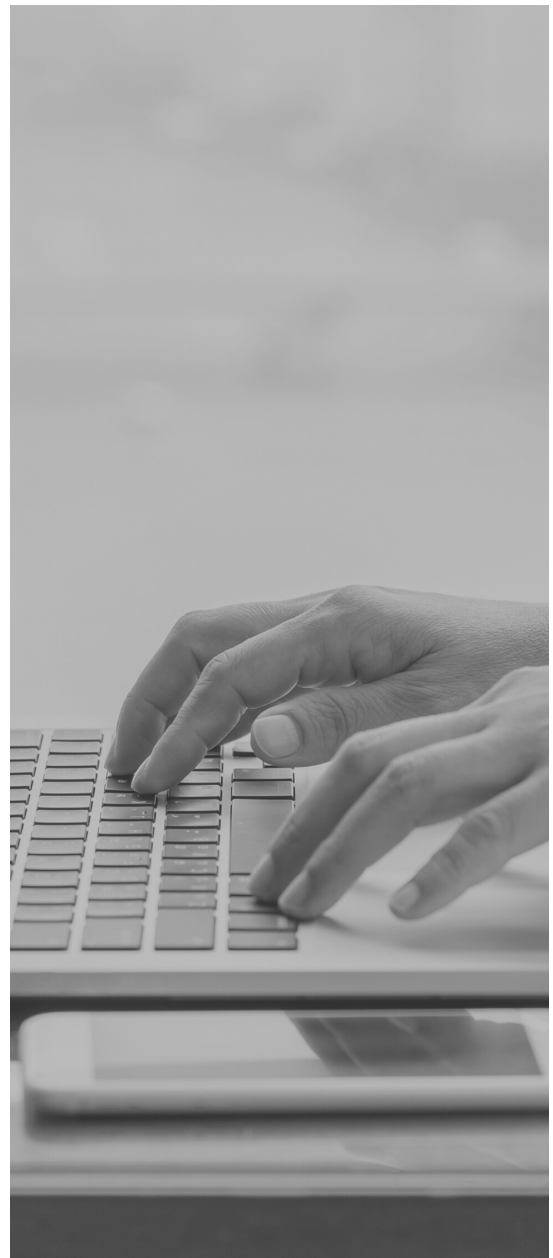
GET PUBLISHED ON POPULAR K-12 BLOGS

As an education influencer, it's important to create relevant content that allows educators to see your expertise firsthand.

While your own blog or publishing articles on Medium or LinkedIn can be a good start, it limits your audience to your connections.

By submitting education articles to popular K-12 blogs that accept content, you can leverage the audience of these larger communities. In addition, you can elevate your own expertise within your network since your audience will see you are seen as an expert elsewhere.

Here are a few tips to get started, and get noticed:

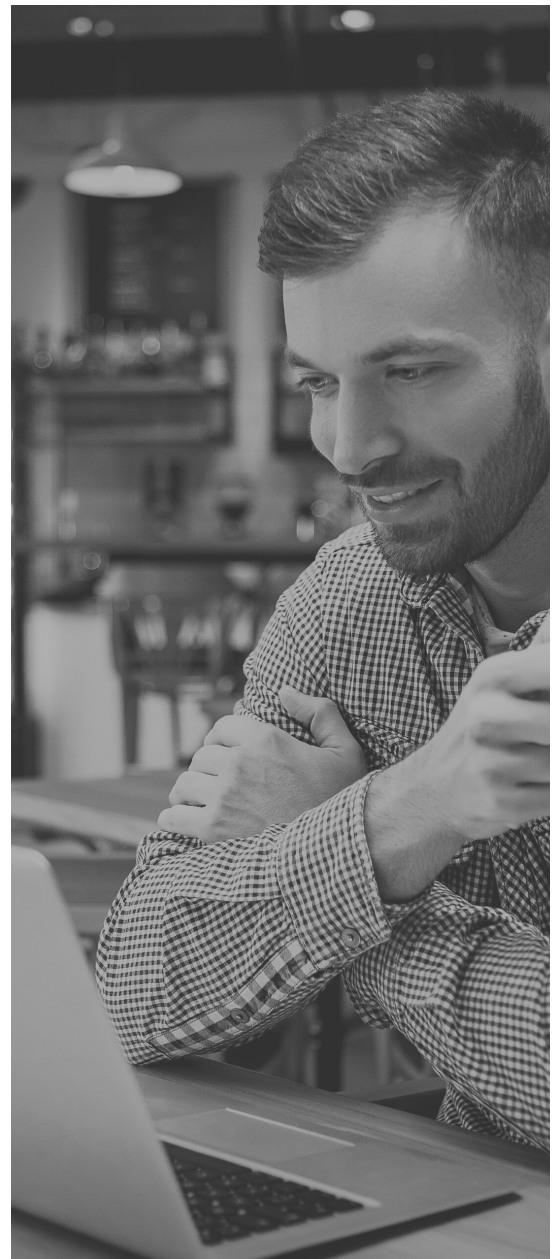


START WRITING!

GET PUBLISHED ON POPULAR K-12 BLOGS

1 **Make sure to read and explore popular blogs yourself.** Understand the content each blog outlet tends to publish and explore their submission guidelines and recommendations. By submitting content aligned to their current articles and guidelines, it will show that you are a fan of their site and that you took the time to research their requirements.

2 **Follow and engage with blogs on social media.** The more you authentically engage with prospective outlets, the more you will understand their audience and style. Plus you have the added benefit of showcasing that you are active on social media, an attractive quality for many content publications and websites.



3 **Develop a list of timely, relevant content ideas that are directly related to your consulting expertise.** The goal of this exercise is to position yourself as an expert and eventually book more speaking days or publish a book on a related topic. For example, if you're a mathematics PD expert, try to showcase that with articles like "Distance Learning Math Doesn't Have to Be Boring!" or "5 Ways to Enhance Instructional Coaching for Math Teachers." While you don't have to always stick with such subject-driven content, make sure your content aligns to your overall goals, whatever they may be.

4 **Read and then re-read the submission guidelines.** Any editor will tell you that they are sifting through dozens of post submissions each day, and the ones they disregard first are the ones who can't follow simple directions. Submission guidelines are made available because it allows blog editors to easily sort and select content. By missing required steps or ignoring requirements, you send the message that you either moved too fast or aren't taking the post seriously, both red flags to editors.

5 **Keep at it!** Keep writing posts and generating topics, even if you aren't getting accepted on a regular basis. If the "popular blogs" are passing on your content, find other outlets to get started. You will eventually get published and in the meantime, you can use content to develop your own blog. Consider reaching out to other consultants who have blogs and ask to be featured in a guest post. Discover other outlets with smaller audiences and reach out to explore posting for them.

Blog writing is a quick, easy way to get content developed that aligns seamlessly to your overall message and area of expertise. Making it an ongoing part of your outreach strategy allows you to increase your audience, position yourself as an expert, and develop relationships with like-minded professionals and organizations.