CleverVA

Guest Blogger Guidelines

Fancy sharing your ideas, experiences, and perspectives with the CleverVA audience?

Here's what you need to know before you get in touch.



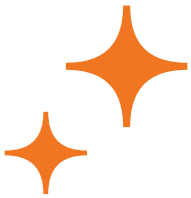
Audience

The CleverVA blog is an inclusive space designed to help neurodivergent business owners, freelancers, and entrepreneurs thrive in their work and private lives.

They often face myriad challenges due to their neurodivergence and other diagnoses.

They're looking for ideas and inspiration on topics such as productivity, time management, reaching business goals, staying motivated, and reducing work-related stress.

Essentially, they're interested in anything that will make running their business (and their lives) easier and more fulfilling.



Accepted Content

Original posts only, please. That means content that hasn't been published elsewhere. We also request that you don't republish your post elsewhere after it's posted on our site.

Posts should be text-based and informative. Please no infographic posts, podcasts, or videos.

Thinly-veiled sales posts won't be accepted. We want content that will genuinely inform, entertain, and provide value to our audience.

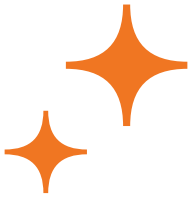
Post Length and formatting

Posts should be a minimum of 600 words and no more than 2000.

A reminder that our audience is predominantly neurospicy. Please respect our challenges and help those of us with short attention spans, dyslexia etc, by making your post extremely clear and easy to read.

Think: short paragraphs, lots of subheadings, and decent chunks of white space.

Skimmable, easy-to-digest content is the aim of the game.



Language

We only post content in English. We're happy to accept US, Australian, or Canadian English but bear in mind that, while our audience is worldwide, we're based in the UK.

So avoid using local idioms and references that won't translate to a UK audience.

We're also trying to be as inclusive as possible as a business, so please avoid content or language that might be offensive to marginalised people.

Your post MUST be spell-checked and proofread to remove errors and typos before submission. If you find this challenging, let us know. We have a proofreader on the CleverVA team who might be available to check your post for a small fee.

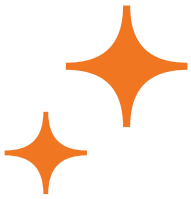
Images

If you'd like to include images in your post, they must be your own or from stock photo sites such as Unsplash or iStock. They CANNOT be lifted from a Google search!

Please include credits so we know where they came from.

CleverVA's graphic designer will create a featured image for the post. If you'd like to suggest an image to be used in that, you're welcome to make the suggestion but we can't promise we'll be able to use it.

Our designer is incredible and she may have another image that will be a better fit.



Format

We accept Word or Google Docs files.

Please send any images as separate JPG or PNG files rather than embedding them in the your document file.

Please format your text using styles, for example, rather than making headings bold, set them as a heading using the built-in heading styles in Word or Google Docs.

Links

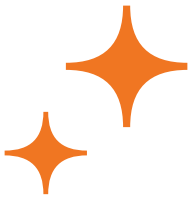
We allow links in our guest posts, but please use them wisely!

Don't go overboard, and make sure the links are relevant and useful. We will check all provided links before publishing to ensure suitability and reserve the right to remove any that don't fit with CleverVA's business values and ethos.

You will receive a credit for the post including ONE link to your website/social media profile.

If you're linking to outside sites, please don't link to things like:

- CleverVA's competitors, like other VAs and VA agencies.
- Referral, sponsored, or affiliate links.



Byline

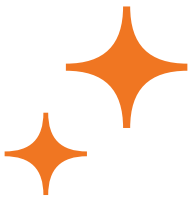
We want to give you proper credit for your post, so make sure you include a brief, 1-3 sentence author bio.

This can include ONE link to your website or a social media profile of your choice.

Promotion

We put a lot of effort into promoting our own blog posts, and we'll do the same for your guest post.

We expect that you'll play your part in your post's promotion too so we'll let you know when your post goes live and provide you with a link to help you spread the word to your audience.



The fine print

We reserve the right to edit or adapt your post as we see fit, and update it in the future to keep it accurate and relevant.

We reserve the right to refuse any content that doesn't meet our quality guidelines, that is too promotional for your company, that appears to be part of a link-building scheme, or that is too similar to content already published on the CleverVA blog. (Please do a search to make sure your topic hasn't been covered before.)

We reserve the right to add calls-to-action or links to our own content, including things like email newsletters, other blog posts, and CleverVA's products and services.