

# Be a Guest Expert Author

Article Guidelines

January 17, 2022



a better energy education



## Guest Articles From Energy Experts

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## energyware™ goals are:

1. To provide credible and timely education to the energyware™ community by collaborating with energy professionals like you.
2. Creating exposure (traffic) for YOU, LED Technology IoT & energyware™ LLC
3. Building backlinks to our website & yours!

## What your article should focus on:

- Your niche / vertical.
- Speaking to the audience that will be interested in your niche/vertical.
- Facts, tidbits & media that can be shared socially and commented upon

## Preparing your article:

You need to know...

- What level of audience are you writing for (beginners, intermediate, advanced)?
- What type of audience are you writing for? (Other Professionals, general consumers, specific industry)
- What type of content will you write? (general concepts or specific, detailed tutorials, lists?)

## The Guidelines

- You can begin by pitching an idea or actually submitting a full article
- Submit all articles in Microsoft Word with NO FORMATTING
- Article should be between 500-900 words
- You may include no more than 2 relevant graphics for the article.
- Article should include the following information:
  1. Author's name, title, company name
  2. Author's social media links (Twitter & LinkedIn only)
  3. A brief introduction/BIO of the author including experience, years in the industry (if applicable) and noteworthy expertise or success story

# Submitting a great article

## REMINDER #1

### It's Not About You

The first thing to remember about a great guest article is that it is not about your business, your products, or your services. Guest articles should be expert & valuable sources of information – not advertisements! **Any information about your business and related items should be reserved for the author bio.** Occasional mentions, stories, or examples are OK to illustrate a point, but the majority of the article should be focused on educating the energyware™ on energy efficiency and/or a related topic.

## REMINDER #2

### Be engaging with visual supports!

Make sure that your article is both engaging with information and visual aids. There is no doubt that we live in a primarily visual-learner industry and therefore, the more we can “show-n-tell” the better!

## REMINDER #3

### Include Internal and Source Links & keywords

Show the reader that you don't live as an “expert” in a vacuum. Be sure to include research studies, links to other resourceful articles/books that help your article carry even more weight than it already does. Wisdom is in the multitude of counselors, so show some wisdom by including other ‘counselors’ in your article. Also, be sure to carefully select three or four keywords that you feel important to mention various times throughout your article. This will enhance your search potential based on those particular keywords. ***Also, if you mention any specific products, books, etc., be sure to link to those too (assuming it's not self-promotional nor promoting a direct competitor).***

## REMINDER #4

### Include a Call to Action & Question

At the end of your amazing guest article, be sure to include a call to action. Whether it be to download a case study, read an energyware™ post or sign up for our list, ask the reader to do something, then tell them when, where and how to do it.

Also, be sure to include a call to action for comments by asking a thought-provoking question. The more discussion your post generates, the better!

## Promote your own article!

These include the following.

- REPOST/SHARE When energyware™ mentions you in one of their posts or on social media (Twitter, Facebook, Google+, etc.).
- When the article posts, use the link in your everyday business communication collateral for your business such as email signatures, social links and even your own newsletter.

SEND COMPLETED ARTICLES TO ***Education@energywarellc.com***

Thank you

Boaz Santiago  
EnergyWare Community  
energyware™ LLC



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[www.energywarellc.com](http://www.energywarellc.com)