Guest Post Guidelines for Guest Authors

Your “About the Author” bio

- **A short bio**: Please keep this to 70-75 words max. Imitate the style of any you see on the JFP blog page.
- **A hi-res image of yourself**: It should be a square. Dimensions: minimum 300x300 pixels.

The basics

- An ideal length for a typical blog post is **2,000-2,500 words or more**.
- Your blog **title should be descriptive and specific**. Readers appreciate a title that clearly indicates what is being covered in the post. Avoid teaser titles.
- Create a **brief introductory section** (3-4 paragraphs max) with a final “thesis statement” at the end.
- Who the speaker is (through context clues) and the target audience should be immediately apparent. A concluding sentence at the end of the blog is encouraged.
- **Provide statistics** (if applicable) and **cite your sources (hyperlinks preferred)**. Include credible, external sources to link to on the web that support your argument.
- Aim for simplicity and **skimmability** of your blog post.
- **Write at a 6th-8th grade reading level** and no higher. Use the **Hemingway app**. Show you’re a real person, *not AI*, by including anecdotes and real-life examples.
- Break up your post into several **sections, with headings and subheadings** to clearly convey (no

teasers) what each section/subsection covers. Each section/sub-section header should be easy
to scan in the table of contents.
- Create plenty of white space by **avoiding lengthy paragraphs**.
- Include **bulleted and/or numbered list** for important points.
- Keep your **topic focused and on track** from beginning to end.

General content guidelines

- **An overall theme/topic will be provided**. Cover the theme in your voice and style, lending it an angle
that’s unique to you. Niche is good! We will help shape the content to align well with our content
calendar and blog strategy. We will also suggest bolded content and callouts (quotable, will appear in
large red text).
- Allow user intent to guide your content. Consider:
  - Who is your audience? What is the audience's question/problem? Your blog should provide
answers.
  - Why should readers care about this content? Ensure you hold their interest.
  - Focus not only on what you want to say, but what the audience needs/wants to read. Use the
keyword research provided.
- If appropriate, we may provide keywords to include during the drafting and revision process. We will also look for opportunities to link to other Jesus Film Project blogs and internal links from your blog post.

Revision #3
Created 2025-06-05 19:21:48 UTC by Mike Shaw
Updated 2025-06-05 20:02:49 UTC by Mike Shaw