

Guidelines for ITS Guest Blogs

Interested writing a guest blog for The Income Tax School and getting your name in front of our readers? We love partnering with bloggers, students, and organizations to bring our readers deeper insights into the tax industry. Here are some guidelines to follow.

Our readers

The Income Tax School blog gets thousands of readers per month. It's important to know who our readers are before pitching a guest blog post idea. Our readers are:

- Tax industry professionals
- Accountants
- Tax business owners
- Tax students

Topic Guidelines

We want to make sure content that goes on our blog is content our audience would find valuable. Whether you're a tax, a student going through our tax courses, or you work for a business that provides software and/or services that tax professionals use, we're certain you have something of value to share. With that said, here are some topics that generally do well:

- Tax industry news (is there something happening in the industry that our readers should know about?)
- Tax industry perspectives (Can you provide some insight into a topic within the industry that our readers could learn from?)
- Tax software/services insights (A review or overview of products/services out there that could make a tax pro's job easier)
- Market research (Have you been gathering stats or doing research on consumer behaviors, the economy, or on a topic within the industry?)
- Study tips (Do you have tips on studying for the EA exam or working through ITS courses?)
- Infographics (Have you put together a compelling infographic that shows stats or facts that would be of interest to tax preparers?)
- Business owner insights (Have tips or insights on running a business?)

Do and Don'ts

Here are some general guidelines.

Dos

Share your knowledge and insight.

Write in the first person.

Include a short bio of yourself and/or who you work for at the end of the blog.

Link back to your own blog or company website.

Write conversationally.

Include an image to go along with the blog.

Share the blog on your own social media websites once it's published.

Include links to your social media profiles.

Don'ts

Over promote yourself, your product or service. No one wants to read an ad, they want insight.

Submit a blog that already appears on another website. The content needs to be original.

Write about something controversial or take a political position.

If you're interested in submitting a guest blog post, please contact Ashley Ray, our social media manager at ashleyray@beemergent.com and introduce yourself and your topic idea. Once we determine if your blog post is a good fit, you will be asked to submit a draft for editing and will be given a publish date. Once the blog post has been published, we will email you to let you know. The blog post will also be shared on our social media channels.