Thank you for your interest in writing a guest post on Nerd Fitness!

I've spent three years building this brand and audience, and the readers have come to expect a certain type, kind, and quality of article. I'm only looking for guest posts that make me say "wow, I wish I wrote that!"

If you're looking for the BEST example of a guest post, check out this post from one of the members of the Nerd Fitness community:

http://nerdfitness.com/blog/2010/08/12/the-definitive-guide-to-parkour-for-beginners/

The Nerd FItness Mission
Nerd Fitness is a blog and community dedicated to helping out average joes and jills with normal desk jobs get in shape and have fun living. I aim to help people live a better life by entertaining them with fun, funny posts with nerdy elements and analogies while also educating them about exercising and eating the right way.

I try to write articles that you cannot find anywhere else on the Internet. The articles might sometimes cover typical fitness topics, but they always have a unique or nerdy angle to them to set them apart. I write articles that are applicable to both the 25 year old single guy who wants to lose 30 pounds and the 40 year old married woman who is 200 pounds overweight - Nerd Fitness is designed to get these people to say "wow, I can be better today than I was yesterday."

I'm a big supporter of the Paleo Diet, full body exercise routines, funky activities that keep you active (parkour, martial arts, etc.), strength training, and short distance (barefoot) running (sprints, adventure 5ks). I do write inspirational "you can do it!" articles occasionally, but they are LOADED with practical information and links to other articles that have practical advice (how to do a push up, how to do a pull up, how to eat paleo, etc.) so there are ALWAYS steps to be done and actions to be taken.

The Nerd Fitness Audience
Nerd Fitness readers are roughly 60% male, 40% female. They are on average age 25-35, maybe married with a spouse and a kid or two. They work a desk job, and they want practical advice that can help them live better while still taking care of their responsibilities and having some fun. Nerd Fitness readers tend to be intelligent, nerdy, and big on taking responsibility for their actions.

I don't generally adjust my writing style for men or women but I make sure my articles are applicable to both men and women. I believe that women should strength train just like men, and that success stories about women can be inspiring to men and vice versa.

Pretty much every reader has read this (http://nerdfitness.com/blog/about-2/rules-of-the-rebellion/), so it'd be helpful to keep that in mind as to who you're writing for.

They want to be entertained, educated, and feel like "hey, this is something I can do starting TODAY."

The Nerd Fitness Style

I've worked incredibly hard to establish a particular brand and style for Nerd Fitness articles. I make sure my articles have a unique mix of nerd humor, videogame/movie/nerd references, and practical, applicable information. I want readers to finish reading an article and be inspired to take action immediately or educated enough to improve their situation.

Obviously, not all of the guidelines need to be used in every post; they are meant to give general direction:

> **Make sure your topic relates to the reader,** a desk jockey who wants to feel better about himself/herself and lose weight/get stronger. An article about going from 6% body fat down to 5% body fat while living on a yacht with a mansion probably won't be easily understood by my readers.

> **Look to super heroes, comic book heroes, and movie heroes for inspiration.** I love taking characters from movies or shows or games and finding a way to relate them to real life examples and experiences.

> **Use humor.** While I take my job of helping people get in shape and eat better very seriously, I also don't take myself too seriously. I poke fun at myself when possible, crack some jokes, and keep the reader laughing and smiling when I can. If the Joker was reading it, I wouldn't want him to ask "why so serious!?!??!"

> **Don't preach.** Don't use an article as a chance to get on your soapbox and preach. Nobody wants to be preached to, especially nerds! If you have a way to help them, explain how your method has helped you, not why you're so much better than them or why your method is superior to everything out there. We're all students in this life - nobody has all the answers...and I encourage my readers to question EVERYTHING.

> **PROVIDE SPECIFIC ADVICE TO BE HELPFUL.** Whether you're writng a how-to article, an educational article, or an inspirational article, it should have specific actions and instructions for readers so they know exactly what they need to do how to better themselves.

> **Most importantly, write in a blog style and format.** I don't want a giant 1500 word post with a few paragraphs. Take a look at any of my articles; although some are 3500+ words, they're divided by headings, sub headings, indented paragraphs, numbered lists, bullet points, bold and italics.

> Make it easy for the reader to read.

If your article doesn't fit the Nerd Fitness brand and style, it won't be selected.

Requirements of Posting on the Site
Here are some other requirements that need to be followed. Most of these are self explanatory and very obvious.

You must run all topic ideas by me before you start writing it. If you couldn't tell, I'm kind of neurotic about what gets posted on my website. I don't want you wasting your time writing an article until its a topic we've discussed and we're both on the same page as to what's expected.

Please do not use any affiliate links or refer to any spam sites.

The article you submit cannot be published on other sites, including your own.

Post Length Requirements
Nerd FItness is full of comprehensive posts. To that end I'm looking for posts that are 1000-1500+ words long and loaded with quality content.

Research
If you are going to cover a topic where there could be controversy (a certain type of diet, a particular training method like barefoot running), I expect the post to be backed up by research and both sides of the argument discussed before giving your opinion - find articles from credible sources to back up your argument.

I'll run through every post to look for simple typos and grammar mistakes, but I expect the article you submit to us to be a polished FINAL copy that's ready to publish. If there are tons of spelling and grammatical mistakes or if you're writing isn't well organized or concise, I won't publish it, and I'll ask that you work on it more. I'll provide some feedback, but we don't have much time for detailed feedback.

WHEN YOU SUBMIT YOUR ARTICLE, if possible please submit it in both regular format AND as a text document in wordpress ready HTML format.

I'll select the pictures to be part of your article - feel free to send suggestions (they must be copyright free and have a link that I can reference), but I'll pick the pictures that will work. If you're doing a how-to article, feel free to send along pictures or videos that help explain your process.

Please remember that submission is not a guarantee of publication. If for any reason your writing, style, or content are not in keeping with the standards of Nerd Fitness, your article will not be published.

Huge thanks to Brett and Kate over at the Art of Manliness (http://artofmanliness.com) for inspiring these Guest Post Guidelines. In my opinion, nobody takes more pride in their site than those two.

-Steve Kamb