

Grow and Convert Writer Onboarding Guide

About Grow and Convert

[Grow and Convert](#) is a website that was founded in 2015 aimed at helping businesses become better at content marketing. We decided that in order to differentiate ourselves from the rest of the blogs talking about content marketing we would:

- Grow our blog to 40,000 unique visitors in 6 months
- Share learning's from past experience, as well as our failures, and successes
- Case study how we would do content marketing for other business
- Write really detailed posts that actually explain how to accomplish something, instead of write high-level content based on theory

The reason we founded the site is because we realized a lot of people were investing in content marketing but there were few companies getting real results from it.

Our Vision and Content Strategy for Grow and Convert

We aim to make Grow and Convert the destination that someone goes to when they need advice and guidance on B2B blogging – more specifically getting ROI for their efforts. We help businesses develop a content strategy, attract the right audience to their blog, and figure out how to convert that audience into revenue.

Our target audience is marketers and entrepreneurs that are looking to build an acquisition channel through content.

Below you'll find an excerpt from post [Our Entire Content Strategy Unveiled: Our plan to grow to 40,000 uniques in 6 months](#) that goes into more detail about our strategy and what differentiates us.

When we looked at the other content marketing blogs out there, we realized a couple of things:

1. There weren't many blogs focused on helping marketers inside of **multi-person businesses** — where the business isn't about blogging — that show you how to get leads, clients, and users from the blog. For example: If your blog is not your main business, how do you attract the right audience so that you can turn your traffic into revenue? That's the niche we're going after.
2. Most of the content marketing blogs don't go into **detail** about how to actually do things. They skim the surface providing high-level examples but they don't explain how to accomplish things for different types of businesses, and in different situations.

For the other 3 points of differentiation, please [see the full post](#).

To get a better understanding of the writing we're looking for:

Please read this article by [Benji](#) so you understand how I think about content:

<http://www.benjihyam.com/marketing/blog-isnt-getting-traction-part-1/>

Please watch this video – I think this is one of the best presentations given about content by [Geraldine](#):

<https://growthhackers.com/videos/video-how-to-make-your-audience-fall-in-love-with-your-blog/>

Tone/Style details for our blog:

- Conversational tone
- Post must help readers accomplish something, and/or learn from examples.
- Detailed explanations of content marketing
- Does not follow conventional 5 paragraph essay format – short concise paragraphs that are easy to read
- Fully formatted sections to make posts easy to skim through

About you:

You must have a passion for growth, marketing, and business.

You are a storyteller.

You can come up with story ideas with minimal guidance.

What you will do:

After reading through everything above, here's the exercise that you'll need to complete to become one of our regular contributors.

1. Send an e-mail to Benji@growandconvert.com and pitch me three story headlines that you'd potentially like to write based on what you've read here.
2. If the headlines fit within our content strategy, then I'll have you write one of the stories.
3. After we review your piece, if we like it, then we'll pay you for the post, publish it on our blog, and you'll become regular contributor. If it doesn't meet our standards, we will not use it, and you'll have full rights to the post.

** This is a sample onboarding guide that companies can copy for their own use. It copies best practices that I've used to hire writers. For more information on this, please visit [Grow and Convert](#). Please customize each section for your own business.

Note: At this time we are not accepting regular contributors for Grow and Convert – this is just a sample document to show other people how we would use the hiring process outline in our post '[How to Hire, Evaluate, and Hire Writers for Your Blog](#).'