

# Host Your Own Roundup Starter Kit

Because if you can't get invited to the party, throw one and make everyone beg to come.

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This kit will help you run your own expert roundup without it turning into a chaotic mess of cold emails, vague questions, and ghosted follow-ups. Hosting a roundup is one of the fastest ways to build authority, create linkable content, and guilt people into sharing your stuff.

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## 1.

### Theme Checklist: Pick a Topic That Isn't Lame

Choose something:

- Relevant to your niche
- Specific enough to generate good responses
- Broad enough to include different voices
- Timely or evergreen (not "What are your 2020 goals?" Please.)

Examples:

- "What's one outdated SEO tactic you wish would die already?"
- "What's the most underrated tool you use daily?"
- "What's one piece of marketing advice you now regret following?"

If it can be answered in a single emoji or a motivational quote, it's too weak. Try again.

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## 2.

### Expert Invite Email Swipe (Copy-Paste With Confidence)

Subject: Quick Q for an expert roundup on [Topic]

Email:

Hey [Name],

I'm putting together a short expert roundup on [Topic] and would love to include your voice. The question:

[Insert question here]

If you're up for it, a 2–5 sentence response would be perfect. I'll include your name, a link to your site, and any one resource you want to promote.

Deadline is [Date] — no pressure, but I'd be thrilled to feature you!

Thanks so much,

[Your Name]

[Your Site]

Bonus tip: Personalize the email. Reference their latest post, or compliment their recent meme. Bribery works too (legal, tasteful bribery).

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## 3.

### Expert Submission Template (Google Form-Ready)

Title: Contribute to the [Topic] Roundup

Form Fields:

- Name
- Job Title

- Website
- LinkedIn/Twitter handle
- Your expert answer (2–5 sentences)
- Link you'd like us to include
- Headshot (optional)
- Permission to include this in the post and promotional materials [Yes/No]

Put it in a clean Google Form and send it with your email. Everyone loves an easy submit button.

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## 4.

### **Publishing Checklist (So You Don't Embarrass Yourself)**

- Collect at least 8–10 quality responses
  - Format them with clean headers, quotes, and short bios
  - Add internal links to your other relevant posts
  - Include contributor links and tag them on socials
  - Add a CTA to subscribe, download something, or hire you
  - Email contributors when the post is live
  - Share it like it cured a disease
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## 5.

### **Bonus Follow-Up Email**

Subject: You're featured! Here's the roundup

Email:

Hey [Name],

Thanks again for contributing to the [Topic] roundup! It's live here: [Link]

Feel free to share it with your audience — I've tagged you on [LinkedIn/Twitter] as well.  
Appreciate your time and insight, and would love to collaborate again sometime.

Cheers,

[Your Name]

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This kit gives you a real reason to show up in people's inboxes without being the 400th person that week asking for "just a quick backlink."