

# WHAT COMES NEXT

## SUBMISSION SUGGESTIONS & GUIDELINES



We want readers to count on the fact that our content will always be vulnerable, honest and rooted in realness. We also aren't afraid to speak up for what we believe in. Please feel to share a story about adversity, talk about a life lesson you learned through experience, write out insights or create a lighthearted listicle.

- We follow current Canadian Press (CP) standards for style, capitalization and punctuation. CP uses the [Oxford English Dictionary](#) as it's authoritative guide for spelling. Not familiar with CP style? No problem!
- We are looking for writing that is 1500 words or less. Writing can be submitted in a Word document or in the body of an email. No PDFs please.
- You're welcome to incorporate photos, Instagram posts, screenshots, videos and/or whatever you want – please place the content the way you want it to appear in the blog post and we will lay it out to match on the back end of the WordPress site.
- For photos or screenshots, just send them to me separately (attached to an email, Dropbox or Google Drive link) so I can upload the high quality versions to the website. For Instagram posts or YouTube videos, you can just include the link since the content populates automatically in WordPress. **Please include photo credits.**
- We reserve the right to edit your content for clarity, length and structure. You will be able to read it and approve it before it is published. It's very important to us that you feel good about the final product!

### STYLE TIPS SPECIFIC TO *WHAT COMES NEXT*

- Try to focus on a single story, narrative, area of expertise or experience. It can be very tempting to cover a lot of ground in one post, but it will be much more powerful and your message will be more clear if you have something specific in mind when you start writing. If you have a lot of material and want to break it apart and write multiple posts, we can definitely discuss that.
- Don't feel like you need to end it with a "take away," advice or tips. It doesn't need a sunset ending – it just needs to be from the heart.

## FORMATTING AND CONTENT

- Guest writer info appears at the bottom of the blog post and is written in third person. Please read the sample below and make sure to submit a short description about yourself with any links you want us to include.
- You're also welcome to submit a first person statement/quote with a headshot that sums up in a paragraph what comes next for you!
- You can write a short headline and subhead (with your name in it), or we can write it for you.

## SAMPLE

### GUEST WRITER INFO

Brooke Van Ryssel is the owner/creator of [My Body Fitness + Nutrition](#), Winnipeg's first company dedicated to fitness, nutrition and body positivity. Brooke is a 25-year-old entrepreneur, fitness trainer and Registered Holistic Nutritionist.

For more bo-po power, follow @mybodywpg on Instagram.

### WHAT COMES NEXT FOR BROOKE:

"Can you imagine walking into a gym knowing that you are already flawless as you are? Walking in, knowing it is a truly judgment free environment where everyone is there sweating, laughing, learning all with the mindset that they are there because they love their body? Sound like a dream? Winnipeg's first ever body positive group fitness gym and nutritional consulting services will be available Fall 2018. Stay tuned for more information!" - Brooke

-30-

*Please contact Raegan Hedley, managing editor, if you have any questions or concerns.*