

FitLife.tv

WRITERS WORKSHOP

TRAINING SERIES - WORKBOOK 2015

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INTRODUCTION

Your workbook is divided into **5 written sections** along with links to **5 corresponding videos**.

The intention for each section and video is to provide a clear understanding of how to write the best possible content for [Fitlife.tv](#) and [Positive Truth](#) (our mindset-focused site).

- 1. Tips to Create A Successful Blog Post** is designed to give you the basic outline of creating epic content for our audience. See what our editor is looking for when reviewing your submissions and learn how you can provide foolproof work on the 1st draft!
- 2. 5 Ways to Create Catchy Titles** is designed to help you become a title wizard, essentially allowing for more clicks. Paired with section 1, you'll set yourself up for awesomeness with more likes and shares (which we'll get into further in section 3).
- 3. What Types Of Posts Get The Most Shares/Likes** is designed to get you creating more viral posts, driving followers to YOUR site, social media platforms, etc. to increase visibility. We have writers growing their business' daily simply because people begin recognizing their work and trusting them as a "professional." Creating trust creates relationships and relationships are the key to success in anything you do!
- 4. 5 Tools to Become a Blog Ninja** is designed to bring you that much closer to harnessing your writing superpowers! There's a lot to know when it comes to writing, so we've simplified the process and nailed down our top 5 tips so you can earn that cape and begin saving the world with your words in no time!
- 5. 9 Super Juicy Tips To Increase Your Badassery** is designed to provide you with some epic tools for super sexy content. We want to make your life easy and these tools will definitely help make that happen. Plus, they'll increase your already awesome skills to become the ultimate badass writer in no time (as if you need any help)!

#1 - TIPS TO CREATE A SUCCESSFUL BLOG POST

Part 1: Working Title

Part 2: Reader Engagement

Part 3: Formatting

Part 4: Get Personal

Part 5: Stay Away From “Fluff” and Get To The Point

Part 6: Make Lists

Part 7: What, Why, How

Part 8: CTA - Call To Action

1. Working Title (details in video 2)

- Keep it short
- Use **YOU** and **YOUR**
- Negative wording
- Use digits instead of spelling out numbers
- Fun adjectives

<u>Focus Topic</u>	<u>Title Ideas</u>

2. Reader Engagement

- **Talk to them as you would a friend.** Address them directly, using **YOU** and **YOUR** instead of **I**, **WE** or **US**.
- **Be relatable.** Share a personal experience or story, without making the whole piece about you. You want them to realize they are not alone and that you, too, have been where they are.
- **Keep questions to a minimum.** Too many questions take the reader outside of your post and into their head as they contemplate what you've asked.
- **Refrain from using words or statements such as “obviously,” “you probably already know this...” etc.** - remember, people are reading your content at all stages in their transformation - you were once a beginner too and we don't want them to feel silly for not knowing what you're talking about.

<u>Personal Experience</u>	<u>Turn This Around To Be About Them</u>

3. Formatting (scan-ready)

- 1 space between sentences
- no comma necessary before “and”
- place a comma before “which” as you are transitioning thoughts
- **break up posts with sub-headings:** a simple snapshot of what they can expect in the coming paragraph(s)
- **BOLD** anything you think will really grab their attention, or things you want them to remember. Don’t over-do it, you want those BOLD words or phrases to be something where the reader is instantly lured in and wanting more.

<u>List Out Your Sub-Headers</u>

4. Get Personal (when appropriate)

- Similar to Tip 2, you want your reader to get to know you. This helps create a “relationship” of sorts and trust begins to form (which we know is the foundation to any healthy relationship).

5. Stay Away From “Fluff” and Get To The Point

- What is your goal in writing your post?

- What do you want the reader to walk away with - a new recipe; the tools to reduce inflammation; a better understanding of a particular ailment/disease?

- Once you’ve made your point clear, move on. You can reword it again in your conclusion to bring things back full circle. Refrain from stating the same points in each section or paragraph.

6. Make Lists

- This provides a “roadmap” that the reader can reference easily, instead of having to dig through your post to find the step they were looking for, ultimately tossing your piece to the side for an “easier” version.
- Be specific with the benefits you’re promising.
- If you say, “Eat more protein,” why should they do this? “Eat more protein to help build lean muscle, stave off cravings for sweets and help keep blood sugar balanced” is much more enticing. NOW I can see the benefit in eating more protein.

- The call to action might be anything—it could be to apply what you’re writing about in your own life, to go away and do a little homework, to react to the post in comments, to share the post with someone else...
- The key is to actually invite your reader to do these things, rather than just assume that they will.

#2 - 5 WAYS TO CREATE CATCHY TITLES

Part 1: Keep It Short

Part 2: Use YOU and YOUR

Part 3: Negative Wording

Part 4: Use digits instead of spelling out numbers (10 instead of ten)

Part 5: Fun Adjectives

1. Keep it short

Try to keep your headline 65 characters or less. Anything more than 65 characters means you run the risk of not having it show in full in the search results.

The perfect length of a headline tends to be 6 words. People scan headlines and tend to take in only the FIRST and LAST 3 WORDS.

Shorter headline lengths also mean there is less to read. There's a higher chance of retaining your reader's attention with less words to read.

<u>Create 5 Sample Headlines</u>	
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____

2. Use YOU and YOUR

They are effective because they speak to the reader in a direct fashion – like a personal conversation.

3. Negative wording (more in section 3)

Negative words like: “STOP, DON'T, NEVER, WITHOUT” tap into your reader's insecurities. They also lead to more interaction with your content because of these insecurities

4. Use digits instead of spelling out numbers (10 instead of ten)

People love lists and want to increase efficiency and having a list helps the do so.

Odd #'s actually seem to work better too!

5. Fun Adjectives

Check out the book **Words That Sell** for examples!

6. Examples:

1. Get _____ (desired result) in _____(period)

For example: Get 10 new clients in 30 days

WHY IT WORKS: This headline makes a promise - all the good ones do.

It promises that the reader will receive a specific benefit / end result in a desirable period.

WRITE YOUR OWN:

2. The Ultimate Guide to _____

For example: The ultimate guide to gluten free baking

WHY IT WORKS: This headline converts well every time because of the amount of knowledge that it promises.

The downside can be ensuring that you actually deliver on such a huge promise, which is important.

If you're going to write the ultimate guide to something, you'd better do your research. Pull out all the stops to provide as much in-depth content as you can. And be sure to source everything through hyperlinks or at the bottom of your article.

When done correctly, posts like this can bring a ton of traffic to your website.

WRITE YOUR OWN:

3. (x) Lessons I Learned From _____

For example: 10 lessons I learned from drinking lemon water every morning

WHY IT WORKS: We all want to be aware of the benefits of something new before we try it.

One way to increase confidence in our decision as a reader is to find the answers to our questions from someone who has already done the research and likely has already experimented with what we're looking to try.

If you can show what you learned as a result of following someone or doing something, it gives your readers a virtual roadmap to follow. It also makes them more at ease and receptive to your suggestions.

WRITE YOUR OWN:

4. (x) Lies About _____ (something common)

For example: 5 lies about low fat diets : Believe them at your own risk

WHY IT WORKS: This headline is all about risk prevention.

It implies that something or someone we trust is not quite what we think it is.

This headline gets us to take action because we feel as though we may be putting ourselves or those we love at risk.

WRITE YOUR OWN:

5. Social Proof + Compelling Question

For example:

Intermittent Fasting: Is it actually a better way to lose weight fast?

WHY IT WORKS: This headline works because it shows social proof and then asks a question that many readers are likely wondering.

Social proof provides the reassurance that others are already doing what you are considering.

Asking a question in the headline makes your reader more engaged in the headline. People feel compelled to answer questions they read and to do so, you've got to read the content.

WRITE YOUR OWN:

6. How to Survive Your First _____

For example: How to survive your first 30 day juice fast

WHY IT WORKS: Being the “guinea pig” can be intimidating so having someone else do it first helps to put those interested in giving it a try at ease.

We want others to do the work and tell us how to go about it so we can refrain from making mistakes (at least not as many) along the way.

This type of headline helps readers understand what to expect when they take your lead.

WRITE YOUR OWN:

7. Behind the Scenes of _____

For example: Behind the scenes of running a multi-million dollar coaching business

WHY IT WORKS: The headline implies that your reader will get a personal viewpoint of something that interests them.

The promise is that your content will be something new for them to consider.

People always want to know what goes on behind the scenes when it comes to things that interest them - such as building a company.

If you can show the reader the reality of a certain career path or the like, it may inspire them to take action or further deepen their skills and knowledge-base.

WRITE YOUR OWN:

8. People pay me (x) for this information – but you can have it for FREE

WHY IT WORKS: Everyone loves free stuff, especially when others have had to pay for it.

It conveys the feeling that they're getting an awesome deal.

This headline works best if you have insider information other people are willing to pay for.

WRITE YOUR OWN:

9. Are you wasting _____ on _____ (without anything to show for it)?

For example:

Are you wasting time on low fat diets (without anything to show for it?)

Are you wasting money on online detox programs (without anything to show for it?)

WHY IT WORKS: This headline focuses on fear and loss.

This headline can fit many different industries. It works well if you want to show your audience how to overcome a common problem such as losing weight, starting a new exercise routine, eating healthy, etc.

WRITE YOUR OWN:

10. How to stop _____ for good, Even if you've tried everything else.

For example: How to lose the weight for good and keep it off, even if you've tried everything else.

WHY IT WORKS: This headline speaks to those that struggle and provides a possible solution they may not have already tried.

Everyone wants a lasting fix to a common problem. If you can deliver it, you've got a fan for life.

WRITE YOUR OWN:

11. (x) Little known Factors that could affect your _____

For example: 5 little known factors that could affect your weight loss efforts

WHY IT WORKS: For this headline to be effective, you must ensure that the factors you're referring to are different.

You'll have to dig deeper and do more research, but conversions on these headlines can be great.

WRITE YOUR OWN:

12. Undesired Result + Mysterious Solution

For example: Avoid the Freshman Fifteen : Clever ways to keep the pounds off

WHY IT WORKS: This headline uses the power of a strong adjective – surprising / clever / shocking – to grab the reader's attention.

The adjective in this headline is critical. It states that the suggestions in the content are different than one might expect.

No one likes to work harder than they need to and having “clever” ways of achieving the result suggests less work involved...

Be sure to deliver otherwise, you’ll lose credibility.

If your suggestions aren’t clever or surprising, use another adjective that can do the job better. Be sure it’s honest and aligns with the content you’re including.

WRITE YOUR OWN:

13. 9 out of 10 _____ (group members) Don’t _____. Are you one of them?

For example: 9 out of 10 health coaches don’t make a dime. Are you one of them?

WHY IT WORKS: Numbers are attention-getters. To be effective, you must write them as numerals instead of words. (“5” instead of “five”)

This headline also works because it speaks to a particular group of people. It provides realistic steps the reader can follow to improve their chances of achieving what they want - success, freedom, etc.

WRITE YOUR OWN:

#3 - WHAT TYPES OF POSTS GET THE MOST SHARES AND LIKES

Part 1: Negative, Fear Based Headlines

Part 2: Concise Wording/Sentences

Part 3: Hot Topics

1. **Negative, fear based headlines.**

These always get higher opens (check out [Mike Geary](#) and [Dr. Mercola](#) for great examples of this).

Example: This Habit Is Making You Sick and Fat

WRITE YOUR OWN:

2. **Concise wording/sentences.**

Try to keep your clusters of sentences to 2 at most (people are lazy). If you have a run on sentence using a lot of commas, “and”, “which”, etc., see if you can separate the thoughts with a period and form a new sentence.

3. **Hot topics.**

Lemon, apple cider vinegar, natural “treatments” to disease, joint pain, educational (tools the reader can use to “heal” themselves), turmeric.

#4 - 5 TOOLS TO BECOME A BLOG NINJA

Part 1: Decide On A Topic

Part 2: Create An Outline

Part 3: Fill In The Blanks

Part 4: Edit

Part 5: Work On A Catchy Title

Create a process that works for you, such as the following format:

1. Decide on a topic

- Don't force this. Ask yourself:
 - What am I passionate about?

 - What do I want to share with others?

 - What do I wish I had available to me when (I was healing; I was learning to cook; I was looking for an easy detox; I wanted to detoxify my home...)?

- Start keeping a list of potential topics and go back to it when you need inspiration. Add to it whenever inspiration strikes.

<u>Build Your List of Topic Ideas</u>

2. Create an outline

- Intro

- What are you going to be talking about?

- What should the reader expect to get / learn from your post?

- How can the reader implement the steps / tips outlined?

- Conclusion

3. Fill in the blanks

- Once you have a workable outline, start filling in the blanks - add supportive evidence, research, studies, cite sources, give examples, tell stories.
- Focus on getting your ideas out in the open... you can perfect it later.

4. Edit

- Once you've compiled the above, read your post out loud.
 - Does it flow?
 - What's missing?
 - If you have a hard time reading it, chances are your audience will too.
- Try not to fall in love with your own work. Of course you should like what you've written, but it's easy to miss important details if you're hung up on how great it is.
- Have someone else read it. Ask your partner, a friend or child (depending on content and age) and get their honest feedback.

5. Work on a catchy title (see section 2)

- I'd recommend following blogs like [Copyblogger](#), which truly make crafting blog titles an art.

#5 - 9 SUPER JUICY TIPS TO INCREASE YOUR BADASSERY

Part 1: Grammarly.com

Part 2: Semrush.com

Part 3: Buzzsumo.com

Part 4: Type Of Posts People Love

Part 5: Tap Into Emotions

Part 6: Emotional Value Calculator

Part 7: Write At A 5th Grade Level Or Below

Part 8: Negative Superlatives

Part 9: Proven Subject Lines

1. [Grammarly.com](https://www.grammarly.com) - Grammar and Spelling

Grammarly makes you a better writer by finding and correcting up to 10× more mistakes than your word processor.

Grammarly's browser extension helps you write mistake-free in Gmail, Facebook, Wordpress, Tumblr, LinkedIn, and anywhere else you write on the Web. Simply hover over any word with an underscore to correct a mistake.

Your text is being checked automatically as you type or work with an uploaded document. Grammarly monitors all activity in the editor pane and checks any edits you make.

Add-in installation (free) available for Word and Outlook. Once you setup your free account, it will walk you thru using it.

2. [Semrush.com](https://www.semrush.com) - Keyword Data

50% of content should be search query driven

Allows you to **enter keywords into the search bar and provides top trends**. The free resource doesn't provide as many, but it's a start and great for inspiration!

Cool thing about Buzzsumo and Semrush when used together - you can search viral posts on Buzzsumo then enter that particular link into Semrush.

From there, it will pull up used backlinks, SE keywords and provide you with more tools to make your post stellar!

3. [Buzzsumo.com](https://www.buzzsumo.com) - Trends

20% of content should be event or trend driven

Helps you to **analyze content via trends**. You enter topics in the search bar and it shows you what's trending per social media site, which is awesome!

Type in a keyword and the trend report will populate to show you what's ranking highest - this is also a great way to inspire new content for future posts!

4. **Type of Posts People Love**

The 2 in BOLD are the TOP posts people really dig! The other 3 are the runner-ups.

- **Infographics** - If you have any you love, send them over. We are creating a list to have them re-done for FitLife.
- **Lists of stuff** - longer lists seems to do better so don't be afraid of 50 Benefits of Lemons, Turmeric, etc.
- Cute or funny
- Nostalgia, lifestyle
- Videos

5. Tap into emotions

Avoid the curiosity gap - don't be too vague or too specific

Too vague can create confusion in your reader's mind.

Ex: You should juice because it's really good for you and will make you feel better.

Too specific can also create confusion, as well as overwhelm for your reader.

Instead, focus on the in-between...

Ex: Juicing provides beneficial vitamins, minerals and nutrients to your body leaving you feeling energized, happy and focused.

NOW I want to juice because I understand the benefits. Make sense? Good!

6. Emotional Value Calculator - aminstitute.com

EMV score above 20% with an aim upwards of 100%

Best Tool Ever!

The best copywriters consistently get above 50% - that's your goal! Bonus points if you're hitting upwards of 80%+!

Use the **headline analyzer** to test your headlines (select "Health and Medicine" category from the drop down menu and "search").

THIS SHOULD BE USED ON EVERY SINGLE SUBMISSION BEFORE IT'S SENT TO THE EDITOR... Remember, your aim is 50% because you're all total rockstars and have the potential to be the best copywriters on the planet with some practice.

7. Write at a 5th grade level or below

- Stay away from technical jargon and say what you mean, in plain language.
- Use lists and more lists!
- Include sub-headers.
- Write on a somewhat personal level with a conversational tone, like you're talking to a friend.
- Don't get caught up in talking to everyone - pick one person (target audience) and speak directly to them.

8. Negative superlatives outperform 69% better

- **Example of this:** *This is the worst possible thing you can do!*

This creates curiosity and scarcity - you want to know what NOT to do as much as what TO do... so does your reader!

9. Proven Subject Lines

- Blind (or curiosity) - Examples: Gold In Your Mailbox; I do THIS To Get Sexy Abs (creates curiosity)
- Direct (or benefit) - Examples: How to's work well in this context; 10 Ways To (x)...
- Urgency (or scarcity) - Example: tells readers they must act now, or else...
- Proof/ results (or credibility) - Example: 100 People Lose 100 Pounds in 100 Days (studies, etc.)

Bonus Tips:

- [Word Generator](#): This will help you broaden your vocabulary. You'll be better at re-working the formulas above with more words in your arsenal.
- [Hubspot Blog Topic Generator](#): If you are ever short of blog ideas, this tool will give you clever blog topics and titles. Just put in at least three terms, and the tool will suggest the best titles possible using those nouns.

CONTENT CHECKLIST

Section 1: Tips to Create A Successful Blog Post

- I've created a Working Title
- I've included proper content to ensure Reader Engagement
- I've reviewed Formatting
- I've added relatability with a story - Get Personal (when applicable)
- I've Stayed Away From "Fluff" and Gotten To The Point
- I've included a List(s)
- I've included What, Why, How
- I've included a CTA - Call To Action

Section 2: 5 Ways to Create Catchy Titles

- It's under 65 characters and 6 words - Keep It Short
- I've used 'You' and 'Your' instead of "I," "we" and "us" to let the reader know that I am writing this *to* and *for* them
- I've tried out Negative Wording
- Use digits instead of spelling out numbers
- I've included Fun Adjectives

Section 3: What Types Of Posts Get The Most Shares/Likes

- I've come up with a few Negative, Fear Based Headlines to experiment with in my upcoming submissions
- I am using Concise Wording/Sentences
- I have used Buzzsumo.com (section 5) to research Hot topics and have incorporated those in the topics I am submitting

Section 4: 5 Tools to Become a Blog Ninja

- I've decided on a topic
- I've created an outline
- I've filled in the blanks (from section 4)
- I've done initial edits
- I've come up with a few catchy titles to use (see video 2)

Section 5: 9 Super Juicy Tips To Increase Your Badassery

- I've signed up for [Grammarly.com](https://www.grammarly.com) - Grammar and Spelling (FREE)
- I've signed up for [Semrush.com](https://www.semrush.com) - Keyword Data (FREE)
- I've signed up for [Buzzsumo.com](https://www.buzzsumo.com) - Trends (FREE)

- I've written down some ideas directed towards creating the Types of Posts People Love
- I've tapped into emotions in my writing
- I am using the [Emotional Value Calculator](#) with every submission
- I am practicing writing at a 5th grade level or below
- I am using Negative Superlatives
- I am practicing creating my own Proven Subject Lines from the examples in section 5

Bonus Tips

- I am using [Word Generator](#) to come up with new, creative and enticing vocabulary
- I am using [Hubspot Blog Topic Generator](#) to find new topics that come up for inspiration

TEST YOUR SKILLS

Now it's time to take what you've learned and WRITE SOMETHING AWESOME! :)

Using the tools outlined above as well as the video series content, put your brilliant words, knowledge and inspiration on paper (or in Google docs, 'cause that's how we roll, yo!).

Submit your awesomeness to my incredible Editorial Manager, Sara at sara@fitlife.tv via Google docs as usual and we'll be in touch soon!

Happy writing, beautiful people!

Sheree & the Fitlife Content Team

NOTE OF APPRECIATION...

I want to give a HUGE thank you to you for taking the time to better understand our process at Fitlife.tv and be a part of our movement to **transform over a billion lives**. You ROCK!!! Without your stellar skills as a master wordsmith and ridiculously awesome human, our blog wouldn't be as RAD as it is.

All of us at Fitlife.tv appreciate you so much and want you to know that your knowledge, personal experience, passion for others and willingness to offer your time to create something magical and bigger than yourself is something we don't take lightly.

YOU MATTER and we adore you so much!

Thank you for being the person that you are and for sharing your gift of writing with the world. Our hope is that through **education** and **empowerment**, we can **inspire** others to take the steps necessary to live *their best life, in their best health*.

Because of you... they are gaining the tools to do just that!

Thank you for being a game-changing, life-lovin', passion-driven soul and joining our team of amazingly talented writers to CHANGE THE WORLD, one blog post at a time.

We do what we do because we understand that together, we CAN make a difference and that's important to us. Thank you for being such a valuable part in our mission and our lives.

Much love to you ~

Sheree Trask

Content Media Director, Fitlife.tv/Organifi

FREQUENTLY ASKED QUESTIONS

How do I send you my bio and headshot?

Please send your bio via google docs (instructions in Q&A below) and your headshot in a separate email to me at sheree@fitlife.tv.

How do I submit blog posts for review?

If you don't already have an account, head over to docs.google.com and set one up! It's FREE and super easy (user-friendly). Once done, you will upload your submissions (one at a time please) into google docs. From there, you will share with sara@fitlife.tv. This will allow the Editorial Team to edit and share comments and feedback with you. :) PLEASE BE SURE YOU INCLUDE YOUR NAME ON ALL OF YOUR SUBMISSIONS. If our Editor has to go digging through everyone's posts unlabeled, a mistake is bound to happen (hey, she's human!) and we don't want that (nor do you).

What is the timeframe of submission to publication?

Once you've sent over a submission via google docs, please allow 72 hours for review. Once reviewed, our Editor will either a) provide feedback for modifications, or b) share with you letting you know it's been edited and is ready for publication. From there, she will submit your post for publication, which will take 24-72 hours to go up. Once posted, she will email you with your link to share however you'd like. If we don't use your post, you will be notified with a reason as to why we passed. Realistically, if you are following the guidelines and your blog topic was approved in the Pressroom on Facebook (outside of the monthly topics already posted in this page), it'll go up on the blog. :)

What are we looking for in successful submissions?

Engaging - Empowering - Educational - Informative - What/Why/How. Our community LOVES to know HOW to help themselves. So when you tell someone to "eat whole foods", tell them why and what that means. Remember, you were once a newbie to this whole health-revolution (and no doubt, you're likely still learning, as are we) so don't be afraid to be basic in your approach. If you're more of an expert in one field, use that! Ignite your strengths instead of continuously trying to perfect your weaknesses. The world needs what you have to offer, which is what we hope to share with our readers. If our Editor posts topics

that don't interest you, PLEASE suggest topics that you know you'd be able to write - and enjoy writing. She is open to your suggestions and happy to work with you to create a positive experience. :)

What topics do best on the FitLife.tv blog?

Nutrition; Fitness; Juice and Smoothie Recipes; Natural Remedies for Health Concerns; Stress; Sleep. We love inspiring posts, but those that have actionable items attached to them seem to do best with our audience.

Can I promote my products and services, like books, programs, essential oils, etc.?

We LOVE that you are passionate about health and we want to support you on your journey to change lives, but this is not a place to sell your products or services. However, be sure to link how readers can connect with you in your bio! We encourage you to share your contact info for others to reach out.

How often should I send over submissions?

We would LOVE to see weekly submissions, but we realize you all have other things to do. :) At a minimum, monthly submissions are preferred, but not mandatory. We do ask though that if you commit to writing something, you follow thru. Creating consistency with your posts will help with recognition in our community and they will begin seeing you as someone to watch and read your content. This can be a HUGE tool for growth in your own personal business!. *TIP: If you want to commit to weekly posts, set a reminder on your phone every Sunday (or whatever day you choose) to WRITE. Create the habit and commit to following through. Just know that every Sunday, you will take an hour to write. And then make it happen.* Like anything, consistency creates reality so if you want writing to be part of your routine (which if you're here, we're guessing that you do), make it so. :)

How long should my posts be?

1-2 pages is ideal, however, we do realize that some topics need more space and that's okay. Keep in mind how much time you - as a reader - would commit to really reading before closing your browser... our audience is not different. :)

Please make sure you are using 12 size font and “justify” alignment. Also, remember that these aren't full-length articles, they are blog posts. A little different. So focus on getting to the point, as mentioned in section 1.

Can I use articles that I've posted on my blog or other blogs?

Nope, sorry. We only want original content to publish on our blog. That means, you're writing from scratch with each submission. It cannot be pulled from one of your old blogs, or anything you've written for another online forum. Once we publish, you will have the link with your complete bio attached to share with the world :)

***Exception:** If you have some badass content you've created that you are willing to pull off any other sites it's been published on and you want to instead submit on our site, bring it on! We are trusting you to be honest with this so please exercise positive karma here. :)*

Do I need to provide the stock image pic with my articles?

We have a huge database of pictures to use, so no need to provide any images. Unless of course, you have YOUR OWN pictures you'd like featured, in which case, please include them in your doc (google docs) and source as “original.” They MUST be HIGH quality shots though so you may want to leave them out to save yourself some time. We're happy to handle this.

Once someone claims a focus topic that's been posted, is it off the table to write about?

We've been allowing whoever wants to write on a topic that's been posted to do so and then together, we've made modifications to change them up a bit. That way, we have different perspectives on the topics at hand. Other topics not listed are also welcome and encouraged. Feel free to share your ideas directly in the Pressroom (Facebook group) and the Editorial Team will let you know if it works.

Can I post natural "cures" and "treatments" for certain conditions?

We LOVE hearing about natural remedies, but please refrain from calling them "cures" or the like. We are not doctors and we need to be aware of the advice we are giving. There is a disclaimer on ALL of your posts, so no need to include that additionally. Always source any claims - *always!*