

Fempire Builders' core purpose is to support the growing number of women entering the world of entrepreneurship by creating a community of women who empower and support each other through mastermind groups, education and mentorship as we all build the lives of our dreams while creating the work/life balance we crave.

Thank you for your interest in contributing!

I. What to Submit

Length: Pieces run from 300 to 600 words max.

Topics: Our content educates, supports, empowers and motivates. We are looking for articles that are raw and real, inspire and give insight, and offer actionable takeaway tips. Please read our complete manifesto on our website.

Below you will find the four cornerstone topics our readers care about, along with some narrowed down examples, that are meant to help you get started on your article.

1) Business Development <ul style="list-style-type: none">- Sales- Marketing- Networking- Customer Service	2) Mompreneurs (Working & Mommying) <ul style="list-style-type: none">- Balance- Working from Home- Kids + Business- Q & A
3) Personal Development <ul style="list-style-type: none">- Self-Love- Self-Care/Putting You First- Confidence- Growth- Knowing Your Worth	4) Resources <ul style="list-style-type: none">- Featured Empire Builders- Tools & Apps- Tips- Advice- Book Reviews



Distinct message: We're looking for fresh perspectives on topics our readers care about. To ensure you're offering an original idea:

- a. **Search the site.** You'll discover what topics our readers enjoy and what we've already written on a topic. Make sure the article you submit offers something our readers and editors haven't seen.
- b. **Consider your personal experience.** What problems have you overcome? What unique perspectives can you bring? Tell that story.
- c. **Look to current events.** News events and industry changes might spark an article only you can write. Consider if you have insights into how a change might impact current practices and how Fempire Builders can be prepared.

Actionable advice: Stories that don't give readers actionable advice, insights or takeaways likely won't be selected for publication. If you've read our manifesto, you know what we're trying to do here. To us, advice means usable tips, raw and real revelations, and actionable insights that our readers can put to use right away. Tips, revelations and insights should be clear enough for a reader to put into action or connect to immediately. The best nuggets are often ideas our readers either haven't seen before or ones that offer them a new solution to a current challenge they're facing.

Trustworthy sources: Be savvy about the sources you cite. Rely on primary sources as much as possible. And remember -- Wikipedia crowdsources information from the public and doesn't always offer the most accurate information. In general, we like to see writers weave in at least a few links to outside websites (not fempirebuilders.com or their own company) where readers can find more information or additional resources on the topics discussed wherever applicable.

II. Before you submit: Steps to take

For your article:

Proof your article. Sloppy work won't be accepted by our editors. If your piece is riddled with typos and/or factual errors, it will not be accepted.

Check our style guidelines. Fempire Builders has special guidelines for things such as capitalization, terms and punctuation. This guide is listed at the end of this document. Check your article against it before submitting.



Link to your sources. If you quote someone or cite a statistic, link out to your source. This will help readers learn more about a topic and bolster your writing. Additionally, not having these links could slow the publication of your article. Don't expect that your editor will do your legwork for you. Please link to the original source.

Disclose any financial relationships. Please acknowledge financial relationships, if any exist, with the companies or individuals you write about or link to. This disclosure is very important to us and our readers. Violating this rule could lead to your article being removed from the site or the end of your ability to contribute to the site. If you have questions, please talk to our team (via samantha@fempirebuilders.com).

You cannot receive money from a business or person in exchange for writing about them on our platform. It is also against our policy for contributors to sell links in their articles to people or companies. Contributors found to be violating these policies will be barred from publishing in our network.

Tell us if it's timely. Articles with a time peg can move through the queue more quickly. If there is a time peg (a Christmas piece, for example), put a note to that effect on the subject line so an editor can see that more easily.

Submit original work. Work you didn't write is not acceptable. We are looking for your raw and real insights and tips. That's what you will be selected for. Warmed over posts (*something you published previously with just a few new tweaks added*) are also unacceptable.

Make sure your article isn't overly self-promotional. Mentions of your company, book or skillset should be used to demonstrate your expertise on a topic. The effect should serve to educate, not advertise. Articles that excessively promote your brand, company or product likely won't be published. Excessive links to your products or initiatives will likely be deleted. (*One or two links are fine. 10 are not.*)

For your author profile:

Provide the following to your editor:

1. Head shot
2. Brief biography
3. All of your social media handles, and
4. An email address that will be used by the author (or publicist) to log into our content-management-system account.



III. After you submit: What to expect

1. Due to the large volume of submissions we receive, contributors should expect to receive a response on your pitch within 14 days. If you have not heard from us after 4 weeks, your article was likely rejected.
2. If the article is accepted, a member of our team will create a profile for the author on our site. Once you receive an onboarding email from us, you will need to upload a two- to three-sentence bio and your headshot (high quality only, please) in our system, along with the social media handles you would like to include.¹ For your professional bio, don't use superlatives or overly promotional or personal language. Provide the city of the company's headquarters and where the contributor is located, if different. Hyperlink your company name and any published book, if you'd like.
3. **Accepted articles should be submitted as a Word document to samantha@fempirebuilders.com.** Articles will likely require revisions. Our team will likely have questions or suggestions. If your piece is sent back to you for rewrites, questions, etc., please amend and return to our team ASAP. Be sure to submit the article again when you are finished and an editor will review.
4. Submitted posts approved² on our end will be placed into Private mode. You will be sent an email notifying you of its approval. You will then have 24 hours to log in to our site, review the article (as outlined in our How-To Guide), and reply to our email expressing your approval.
5. You will receive an email alert when your piece runs. **It is expected that you will share this post at least twice on all of your appropriate social media handles within 4 weeks of the piece running.**

¹ A guide will be provided to you by our team.

² As with most blogs, we reserve the right to make final edits to all submissions to ensure brand appropriateness and consistency. You will always be sent the final version for approval. Should you not approve at this stage, your article may not be featured.

IV. Style guidelines

- No serial commas: apples, oranges and bananas -- not apples, oranges, and bananas.
- The dashes we use have double hyphens and spaces: The CEO -- whom the board tried to fire -- addressed the scandal. We don't use em dashes or, heaven forbid, hyphens for dashes.
- Commas and periods go inside the end quote marks. ALWAYS.
- No double spaces after periods. To repeat: NO DOUBLE SPACES AFTER SENTENCES.
- Appropriate sourcing of quotes: This means that quotes should be attributed to a source, e.g.:
 - "Blah, blah, blah," Warren Buffett told me in an interview -OR-
 - "Blah, blah, blah," Warren Buffett said in an interview with the *New York Times*.
- Single quotes belong only around quotes within quotes and in headlines and subheads. NOWHERE ELSE.
- Put in your own hyperlinks. Don't put URLs in parentheses and expect us to link them.
- Use one-sentence paragraphs sparingly. Too many makes your piece clunky. Two to three sentences is an ideal paragraph length.
- Subheads (copy that breaks up long chunks of text) should have the same, parallel format.
- Don't use links in subheads. Use them only in your text.
- Don't capitalize the words in subheads, after the first word.
- Don't forget that women hold up half the sky. If you must use "he," also use "she." Get around this awkward construction, at least sometimes, by pluralizing your pronouns. Instead of "An employee has his job to do," make it "Employees have their jobs to do."
- A company or organization or government agency is an "it," never a "they." For the possessive pronoun, when you refer to possession by a single person or company, use "its," not "their." Similarly, when you write about a company's web audience, mention "the audience's members" before saying "them." An audience is not a "them."
- Be consistent: If you start with the pronoun "you," stick with it. Avoid mixing "we," "I," "he/she" and "you" all in the same article.



- Be consistent, Part II: Stick with the same verb tense throughout. Remember that the present perfect tense ("That company has followed the same policy for years") expresses ongoing, habitual action.
- Check for repetition of the same words, points and themes. That's just poor writing.
- Numbers under 10 are written out (unless appearing as a percent) Numbers 10 or higher are written as numerals (unless they start a sentence). Years are always expressed with numerals. Use "more than" rather than "over" with numbers.
- Check quotes with reliable sources. Brainyquote and unedited blogs are not reliable.
- If you must use jargon, particularly abbreviations and acronyms nobody else knows, spell these out on the first reference (followed by the abbreviation in parentheses). Avoid "SMB" altogether. We don't like that one. In fact, we hate it.
- Names: For the first reference, use the full name: Mark Zuckerberg. For subsequent references, use the last name only. Even if Mark Zuckerberg is your best friend, even if he was the best man at your wedding, don't call him "Mark" in copy.

