



SoulAdvisor

Editorial Guidelines

NOURISH YOUR SOUL.
HEAL OUR WORLD.

Our Purpose

SoulAdvisor's purpose is to seamlessly connect quality wellness providers from all over the globe with health conscious clients seeking their services, and to provide support and care to our skilled practitioners to ensure they can do their healing work with ease.

About

SoulAdvisor is a not-for-profit, global collective of trusted complementary health practitioners and healers who have joined together to support people on their wellness journey, and by doing so creating a happier, healthier planet.

Our digital platform www.souladvisor.com connects customers free of charge with our practitioners and allows them to search for over 130 different wellness categories by both symptoms and location. Additionally, customers can access high quality guidance from a range of experts to achieve optimum health through our educational content.

Our Founder

Elain Younn, Founder of SoulAdvisor is herself a practitioner who after a difficult start to life is now a successful philanthropist and entrepreneur. Arriving in Australia in 1981 as a refugee after fleeing the Khmer Rouge in Cambodia, Elain has built a life based on guidance, spirituality and intuition. Her success and healing comes from her commitment to wellness.

Our Market Position

We have undertaken extensive research with practitioners and consumers to ensure that we deliver to our brand promise. Currently, we are in a fast period of growth as we continue our process of selecting and registering practitioners from all over the world. By our official consumer launch, which is scheduled for June 2019 we intend to have thousands of complementary health practitioners, registered in over 80 cities.

Our Audience

Our key marketing personas are broadly people who are seeking to improve their well-being and wish to have access to qualified complimentary health practitioners across the globe in a range of different categories. All our personas travel frequently, and are seeking to have access to wellness services when they are at home and abroad. The content categories that we are seeking contributors for have been developed based on in depth interviews and qualitative research with our audience.

Our Content Objective

As SoulAdvisor is a dual digital marketplace, we are committed to growing, engaging and educating both our practitioner and consumer communities across the globe. High quality content across a range of wellness topics is critical to delivering to our purpose aligned to our business objectives.



Our Content Strategy

Our website will house a dedicated content area named "Your Sanctuary", which will house different types of content, including a blog. We will also be launching a print version of this "Your Sanctuary, The Magazine" in 2019 with further guest contributor opportunities.

We invite members of our community and beyond to contribute to 'Your Sanctuary' with original written submissions to be featured on the SoulAdvisor website including a story or experience that may help inspire and enrich the lives of others.

We encourage content that is informative but accessible, easy to read and engaging to our readers to facilitate commentary and shares online.

Content Categories

Mind & Body

- Health
- Meditation
- Movement

Travel

Exploring wellness while we travel and showcasing different practitioners across the globe

Soul

- Purpose
- Spirit
- Ethos

Money

Our relationship with money, how it can support our purpose and relates to our wellness

Lifestyle

- Beauty
- Fashion
- Food
- Home

Love

- Relationships
- Parenting
- Pets

Create

- Visual Arts
- Sound
- Cooking
- Gardening

Benefits to Content Contributors

SoulAdvisor is a global platform with significant resource and marketing investment to promote our purpose online and offline. Our brand is synonymous with quality and integrity.

- **Instant exposure to targetted traffic-** your content is being promoted via sophisticated marketing programs online and offline to a targetted audience of wellness seekers and providers, ensuring web traffic and readership are qualified.
- **Grow your personal brand following & increase sharing** - if there are additional shares of your content, there is an opportunity to grow your following with qualified leads to your products and services.
- **Expand your personal network-** connect with other people in your industry, and open up new opportunities for collaboration and growth.
- **Develop your online authority –** increase your digital footprint to improve SEO around you and your business.
 - **Grow brand awareness** - getting more exposure means more users know about you and you can share your message to a broader reach of audience
 - **Generate qualified leads** - if you can provide informative content that resonates it could lead to new business and clients.

SoulAdvisor Editorial Process & Responsibilities

SoulAdvisor guest contributors provide articles that:

- Offer quality content with the SoulAdvisor community in mind, and aligned to one of the specific wellness categories;
- Are written by experts in their field, or someone who has researched the topic thoroughly enough for the article;
- Are part of the health and wellness community, with legitimate credentials and practitioner licences

We welcome and encourage guest contributors and freelancers to pitch topic ideas to us prior to writing.

- A submission must be your own original, unpublished work. This work cannot be published on your personal blog or website, but can be shared via your social media networks.
- No advertorial content is to be included in any article. Please do not mention personalities, products, commercial services etc. in your work without first discussing this with our editorial team.
- Provide information based on your area of expertise, personal experience or research. If you are making a technical or health claim or referring to research, please provide full references an citation.

- Provide a brief biography (two or three sentences) describing yourself and your qualifications, your current professional status along with a passport sized professional photo. Verified practitioners can be linked to their SoulAdvisor profile.
- All articles are to be professionally proofread prior to submission.
- SoulAdvisor reserves the right to edit all material accepted for publication.
- Articles are to be 600 -1200 words in length, submitted as a Word document.
- Research on the Internet must be acknowledged where applicable, noting sources.
- Be mindful of plagiarism. According to The Macquarie Concise Dictionary, plagiarism is "the appropriation or imitation of another's ideas and manner of expressing them, as in art, literature, etc. to be passed off as one's own".
- We request that any articles published on SoulAdvisor be shared by the author via their online platforms such as Facebook, Instagram, Twitter, email and newsletters etc.
- We provide up to three (3) internal links within our site to author profiles, however do not link to external sites.

Submission Process & Timing

- Please email all submissions to connect@souladvisor.com with subject title "Article Submission – Your Name".
- SoulAdvisor will contact you via email if your submission has been approved and when you can expect your work to be published.
- SoulAdvisor will send you a final draft of the revised work intended for publication

Examples of high performing content & headlines

Great headlines and content draw more traffic and generate more social media shares and click-throughs.

Please find an example of a best practice article attached to these guidelines in Appendix 1.

Style Guide Notes

The following notes have been created to help both contributors and editors to offer the best articles and content for the SoulAdvisor community.

Tone

- The tone of the site is accessible, credible, interesting and relevant. SoulAdvisor offers expert advice, and personal experiences always with the reader in mind.
- Articles need to be well written, sourced/researched appropriately, practical advice and aligned with our topics of interest.

Structure

- Due to the online nature of article website publishing, the format/structure needs to be readable for the audience. They need to be easy to look at, follow and absorb.
- Give sub-headings within each section of your article where possible to break up the structure of the article so it avoids looking like a "wall of text".
- In other words, increase your article's scan-ability, by adding headings, sub-headings, bulleted lists or numbered lists where applicable.

References and Copyright responsibilities

- Articles will only be accepted that include references where applicable, with facts and figures cited accurately. Any references need to be meticulously highlighted and recorded correctly.
- Our editors are entitled to develop, alter, edit, and proof the content, usage, format, capitalization, punctuation, and spelling to conform to the style guidelines, the subject matter, and intended audience as outlined in this document.
- No paraphrasing or reproduction without acknowledgment or where appropriate, permission from the author is required.
- As a contributor to the magazine, you agree that you will be the sole author of the content you provide to SoulAdvisor, that this original content is of authorship by you, free of plagiarism. You agree to use reasonable care to ensure that all facts and statements in the transferred works are true and that they do not infringe upon any copyright, right of privacy, proprietary right, right of publicity or any other right of a third party.

Important – please read

If you violate any of the outlined terms, or we receive an inquiry or complaint about your article, by your submission, you agree that you are fully responsible, and you agree to indemnify and hold harmless SoulAdvisor for all resulting claims and liabilities.

SEO Practices

SoulAdvisor uses an SEO (search engine optimisation) to make your articles more appealing to search engines. Here are the basics of SEO:

- Choose the **Focus Keyword** - it is a phrase you would normally search in Google to find an article like yours. Think about the topic of your article and what would be the phrase you would use to find it. The Focus Keyword is rarely a one word.
- Let's say you are writing about "when to take up meditation" - don't use "meditation" as the keyword. It is too generic. If you search that keyword in Google you will end up with Wikipedia, definitions and video conferencing companies. Your keyword should be "when to take up meditation".
- Your Focus Keyword needs to be repeated in the title, first paragraph, heading and body of the article. If it doesn't naturally fit there then it is probably a wrong keyword or your title and headings don't really describe your content. If you created a title that you would never search in Google, ask yourself why you have used it. Maybe it is worth changing the wording.

Copyright

- All submissions must be your own original, unpublished work.
- SoulAdvisor reserves the right to publish the article on an exclusive basis for a period of six months from publication date, after which time if the author is looking to repurpose the article for his/her own use, we ask that you notify SoulAdvisor beforehand and ensure it is not a complete duplication, as this will impact the SEO on both websites.

Images

- Posts will be accompanied by a high quality visual image.
- Please provide up to three high-resolution, horizontal images in JPEG format (min 300dpi) to accompany your article for our consideration. Or if you have an idea or concept, please let us know in your submission email.
- Save images with a Keyword or phrase – for example Floweringbloom1.jpeg, BaliSunset.jpeg, etc.
- All images must be acknowledged if they are under copyright. Please use your own photographs, or provide an image from a creative common/stock.
- Images should be good quality (i.e. not small or blurry).
- Images should be compressed for web (it can decrease file size up to 96% without loss of quality).
- Featured images should be approximately 600px wide. Anything wider than that may overload the server and downgrade the article rating in search engines. Smaller images may appear blurry. Images should be horizontal orientation, not portrait (unless it is your profile photo).
- Please note all imagery will be at the sole discretion of SoulAdvisor editorial team.

If you have any further questions about contributing to our SoulAdvisor blog, please feel free to email us at info@souladvisor.com.

Thank you from the SoulAdvisor Team.