



GUEST POST WRITING GUIDELINES

Living The Pursuit's (LTP) readers benefit when contributions are made by multiple authors on our website. As such, LTP invites guests to submit posts on a one-time or recurring basis. This document provides guests with guidelines to follow during the content creation and submission process.

PLEASE DO:	PLEASE DON'T:
<ul style="list-style-type: none"> • Keep your post relevant to LTP's mission. LTP inspires people to do their thing and advances ideas which empower them to do exactly that. <ul style="list-style-type: none"> ○ A relevant post ties its subject matter to the idea of people "doing their thing." ○ A relevant post addresses its subject matter in terms of personal initiative, economics, and/or civics. • Have a strong opinion! • Analyze hot button issues facing our society today in terms of personal initiative, economics, and/or civics. You <i>can</i> write about political issues if desired - just keep typical political "group think" out of it. • Write your post in an entertaining, upbeat tone. Readers should be in a better mood after reading it than before they started. • Keep your post between 500 - 1,200 words. • Include an attention-grabbing headline. • Include a post summary in 30 words or less. • Include an interesting featured image with a "Creative Commons" copyright. Be sure to include the link to the image with your post. <ul style="list-style-type: none"> ○ On flickr.com, search for a desired image using the search box. In the dropdown menu above the image search results, change "Any license" to "All creative commons." • Use relevant content from pop culture. (YouTube videos are great!) • Link to other websites to support your points. • Use sub-headers, numbered lists, and bullet points. • Suggest discussion questions for your post. • Tactfully promote yourself, your website, your social media pages, and/or your products in ways that enhance the value of your post to readers. 	<ul style="list-style-type: none"> • Write your post in terms of "politics." If you're writing in terms of the merits/faults of liberals, conservatives, Democrats, Republicans, or a particular politician, you are on the <i>wrong</i> track. • Write about electoral races or voting records as the <i>primary</i> subject of your post. Such topics can be included in your post, but not as the primary subject. • Use your post to complain or write in an angry tone. • Water down your post to "accompany all arguments." Readers have ample opportunity to express other points of view in the comments section after posts. • Write a post that is a mere summary of another post. • Submit a post that is found elsewhere on the internet. LTP only accepts unique content. • Plagiarize content or fail to cite sources. • Write your post <i>primarily</i> to promote yourself, your website, your social media pages, and/or your products. Promotions in posts should be made only when they are valuable extensions of post content.
GOOD EXAMPLES:	
<ul style="list-style-type: none"> • Inspire people to do their thing & use numbered lists: How to 'Do Your Thing' in 5 Steps this New Year • Advance economic literacy (part of LTP's mission): How to Gain Wealth by Eating Bacon • Advance civic literacy (part of LTP's mission) via pop culture interests: Making A Murderous Mob • Have strong opinions about economics without "politics": Why I Call Myself a Capitalist (Part 1) • Address a hot button political issue without "politics": Kim Davis: Free From Jail, Captive to Confusion 	

If you wish to submit a one-time guest post, send it in the text of an email to LivingThePursuit@gmail.com. **DO NOT SEND YOUR POST AS AN ATTACHMENT.** Please use "Guest Post Submission" as the subject line of your email. Include 1) a brief bio of yourself (100 words or less); 2) your contact information (website, email, social media); and 3) your photo.

If you wish to submit guest posts on a recurring basis, contact us at LivingThePursuit@gmail.com for a unique username and password. Please use "Username Request" as the subject line of your email.

Not all submissions will be accepted. Posts will be accepted or rejected at the sole discretion of LTP. LTP retains complete editorial control of all content on its website, including guest posts. Accepted posts become the property of LTP and may not be published elsewhere. Rejected posts remain as the property of their authors and may be published elsewhere. LTP does not monetarily compensate guest authors for their post submissions.