

## **Flying Solo Article Guidelines**

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## Overview

### About

Flying Solo is an online magazine which has been created for the fastest growing segment of the business community: the solo business owner. As well as speaking *to* the soloist community, Flying Solo aims to speak *for* the community. It provides an impressive array of free resources and advice to aspiring and actual soloists.

### The Audience

A survey of Flying Solo ezine subscribers has revealed a fundamentally happy group of individuals who enjoy their work and cherish their freedom.

The majority (66%) work in a consultative role, selling their expertise for a fee. Most are active networkers, take professional development seriously and welcome access to experts.

76% work from a home office and are aged between 26-50 (52% of those falling into the 36-50 age range). Women outweigh men by 54% to 46%.

The survey showed our audience enjoy being challenged, are always on the lookout for new ideas to grow their business and readily embrace strategies to work smarter.

### Topics of interest

New articles are posted on Flying Solo every Monday, Wednesday and Friday, excluding Australian public holidays. We are looking for articles with a **solo-focus/angle** which will fit into one of the following categories:

- **Starting Out:** articles directed to new or aspiring soloists
- **Marketing:** advice on marketing, advertising, PR, sales strategies and techniques
- **Networking:** advice on techniques, tips and making the most of networking opportunities.
- **Working Smarter:** tips and strategies covering the likes of: policies, procedures, time management, prioritising and innovative ways of working.
- **Solo Psyche:** how to do it 'your way', achieving balance, opinion pieces, commentary on the soloist's identity.
- **Technology:** articles on the basics of managing your computer, software reviews and expert Internet marketing advice
- **Stay Balanced:** taking an holistic approach to soloism, this category espouses the benefits of looking after yourself by adequately balancing your life and your work.

You are free to send any article that fits into one of the categories listed above.

If you would like to write a piece for our **Interview** category, please [get in touch](#).

Each article rotates from the homepage, where appears in 'teaser' form. As newer items are introduced the article drops down the list, until it falls off the homepage and is archived in its relevant category.

## Style guide

### Word count

We prefer for articles to be between 350 to 650 words per piece. Occasionally, longer articles are published by pre-arrangement with the Editor.

### Style

While the brevity of the articles suits a 'to-the-point' style, we also want to maintain an affable, upbeat tone. Furthermore, it's important that contributors share a similar outlook and philosophy to the team at Flying Solo.

### House format

The word **email** should always be lower case and contain no hyphen.

**Avoid** words/phrases like **solopreneur**, **SME**, **sole trader** or **small business owner**. Instead we prefer soloist, solo business owner or solo professional.

Where possible, avoid mentioning specific companies or organisations in your article.

If you want to emphasise a phrase or word, please use italics rather than underlining. This is because readers assume underlined text is hyperlinked.

### What we avoid

*Articles that are too advertorial in style*

For example, a copywriter would have little chance of getting *Why you need a copywriter* or *What a copywriter can do for your business* published. However, their piece on *The essentials of good writing* is more likely to get our attention.

The latter article does not blatantly plug the copywriter's offering, instead it employs the 'attraction' marketing principle, i.e. their expertise is evident, but not obtrusive. This works better for the contributor too as we know readers are more likely to click through to profile when the quality of the article speaks for itself.

*Articles that are too similar to existing topics*

As there are over 120 articles (and counting) on the Flying Solo site, the likelihood of repeating a message increases. So if you have the time, it is a good idea to [browse](#) the site to see whether your proposed article topic has already been written about.

Alternatively you can always [contact](#) the Editor with an outline of your proposed article and we can indicate whether or not it has been covered or is in the schedule.

### Images

Typically, we choose the images which accompany the articles on the Flying Solo site. However you are welcome to browse our image bank, Stock.XCHNG (<http://sxc.hu/>) and make suggestions as to which image could accompany your piece. Alternatively you can

supply your own image. Ultimately, we have the final say about what image accompanies your piece.

If you do choose to make your selection from the images at <http://sxc.hu/>, please:

- ensure the image you select comes with 'no usage restrictions' (this phrase appears beneath the image once you've clicked on a thumbnail).
- make a note of the image name and id number (the latter, usually 6 digits, will appear in your address bar) when you submit your article.
- leave permissions and downloading to us, we'll handle it.

### **Interaction with readers**

Each article has a 'comments' facility attached to it and we definitely favour pieces that generate discussion and stir emotions! In addition there is a 'rate this article' feature which helps us track which articles are hitting the right note. We have found our most popular contributors are good at prompting conversation with the reader, so keep this in mind when writing your article.

## **Submission process**

### **Editing**

We reserve the right to reject any contribution that does not meet the site's editorial standards, as determined by the editors.

Generally we steer clear of articles that require a lot of reworking. With articles requiring minor edits we reserve the right to make the necessary changes and in most cases, due to time efficiency, will do so without consultation. Our editing is not to impose a 'voice', rather it is to fix up typos, sharpen phrases (including headlines) or delete/amend unnecessary or excessive text.

### **Copyright**

You retain full copyright for published work - what you do with it outside of Flying Solo is your choice entirely. If one of your articles is to appear elsewhere at your instigation, a link to Flying Solo is encouraged, but not required. Suggested wording for such a link is:

*This article first appeared on [www.flyingsolo.com.au](http://www.flyingsolo.com.au)*

Or:

*This article first appeared on [www.flyingsolo.org](http://www.flyingsolo.org)*

### **Contributors' Agreement**

Once your article has been accepted for publication, we will send you two documents:

- 1 .A Contributors' Agreement, detailing the terms of publication and

2. A Contributor Profile form, which captures the details which end up on our website.

Once you have confirmed your acceptance of the terms of the Contributors' Agreement, and you have returned (and we are happy with) your profile, we will advise you of a likely publication window for your article.

### **Submission form**

When your article is ready, please send it to us via the form on the following webpage: <http://www.flyingsolo.com.au/index.php?doc173940679> . We look forward to hearing from you!

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