

Flying Solo Contributor Guidelines

Overview

- Why the procedure is so thorough
- About
- Audience
- Topics of interest

Article style guide

- Word count
- Style
- House format
- What we avoid
- Interaction with readers

Submission process

- Editing
- Copyright
- Contributors' Agreement

Overview

Why the procedure is so thorough

As our site's popularity and exposure has grown, so, too have the numbers of contributors looking to join us. Today, we ask potential contributors to send an article which complies with the following guidelines, along with outlines for two more story ideas. If we accept your submission, we will ask you to write up the remaining articles over an agreed period of time.

This more discriminating approach aims to attract contributors who want to enjoy the benefits of a long-term relationship with Flying Solo. For example:

- The more articles you have published, the more times your [profile](#) is viewed by visitors.
- If you supply articles on an ongoing basis, you can expect stronger client leads and enjoy an enhanced expert presence.
- If you become a regular contributor, we will arrange to get your profile page optimised by our search engine specialist. You can expect a higher Google ranking as a result.

From *Flying Solo's* perspective;

- The new application process enables us to more effectively gauge the extent to which you can help our audience of solo-business owners.
- We can discourage "one hit wonder" contributors - too many of whom make our site look like a repository for anyone and everyone's article, rather than the high integrity publisher we strive to be.
- We can rely on a steady stream of quality content from a stable of core contributors.

While we want contributors who can send us articles *regularly*, this does not mean we expect to hear from them *frequently*. The exact level of commitment is discussed with each individual upon acceptance.

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.

Audience

A survey of Flying Solo newsletter 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 work commitments with your personal needs.

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.

Article 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.

It's true that 'small business' is a more widely understood term. But reference to it on this site is for strategic, search engine optimisation purposes only. Our aim is to cater *specifically* to the solo business owner. These 'small business of one' ventures account for over 70% of Australian, UK and US small businesses.

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. Rather than blatantly plug the copywriter's offering, it employs the 'attraction' marketing principle, i.e. their expertise is evident, but not obtrusive.

Articles that are too similar to existing topics

As there are over 150 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.

Articles that require too much editing

Our expectation is for all articles to be as close to *Flying Solo* ready as possible. Any submissions requiring significant editing will not be considered. This could include overly long articles, or previously published/written items which would require a good deal of modification for *Flying Solo* purposes. In the instance of previously published work, our expectation is for the author to make the necessary edits prior to submission.

Interaction with readers

Each article has a 'comments' facility attached to it and we definitely favour pieces that generate discussion. In addition there is a 'rate this article' feature which helps us track which articles are hitting the right note. The site's 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 in the online magazine for solo business owners, www.flyingsolo.com.au

If you'd prefer to, you can link to www.flyingsolo.org instead.

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.

Become a contributor form

When you have your article and ideas ready, please fill out the form here:

<http://www.flyingsolo.com.au/index.php?doc173940679> . We look forward to hearing from you!
