

Contribution Guide

The purpose of this guide is to serve as a roadmap for you to follow to make your creative process as smooth and easy as possible. Consider what's listed here as suggestions, not a checklist for you to cross off as you are creating.

With that being said, keep these four things in mind when crafting your content:

- **Valuable** – Offers clear value to the reader.
- **Actionable** – Delivers practical, actionable recommendations and insights.
- **Readable** – Is simple to read and understand, low jargon, and easy to share.
- **Approachable** – Is written in a simple, fun, and accessible way with no corporate-speak.

Code Snippets

We accept and welcome code snippets. If you do decide to provide, please know that code block space is done on a best-effort basis, code cannot be colored, nor have any additional formatting.

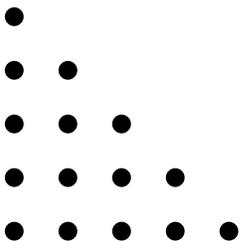
Key

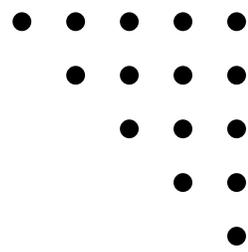
The color guide below serves as a visual to let you know what parts of this guide we view as most important from you.

RED are things we mainly need your help on.

BLUE are things we can clean up/flush out after you provide.

GREEN are things we can run with on our side.





Size

Please aim for 1500 – 2000 words. This is the optimal range for SEO, depth of knowledge, and readability. At a minimum, please aim for at least 300 words. Don't feel the need to add in filler to reach the desired word count.

Structure

When creating content, please structure the material in the following way:

Headline

A simple, crisp headline that isn't clickbaity but evokes the reader's curiosity.

Explain the Problem and Value you will Deliver

Explain the problem facing the reader (e.g., "struggling to build a habit") and summarize what you are going to deliver to resolve that problem (e.g., "5 practical ways to simplify building habits").

Agitate the Problem

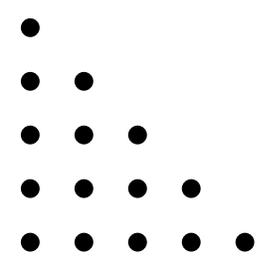
Explain the ramifications of not fixing the problem. What will happen if the reader doesn't take action? Don't scaremonger, just be practical.

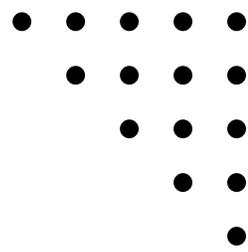
Deliver the Value

Break the value you promised into simple, accessible chunks and use plenty of examples, reference key data/stats, and link off to other articles that are related.

Summarize the Value

Provide a summary conclusion of what you have covered to really drive the value home.





Writing

- Make sure sentences are adding value; avoid jargon.
- Avoid overly long sentences.
- Break paragraphs down into smaller chunks that span no more than three lines for each paragraph.
- Use the oxford comma.
- Avoid repetition of the same words too much.

Images

- Choose a large, feature image that will appear as the main visual image for the piece. This should be 2000 pixels wide x 600 pixels high.
- As appropriate, use images to break up the piece. When adding an image ensure that you add a source/credit link as a caption to the original image.
- If you can't find a photo, we will find one for you.

Examples

- Use lots of examples to illustrate the things you are teaching in a piece. These examples should be familiar to the reader (e.g., familiar problems and challenges.)
- Ensure names in examples are inclusive (e.g., male/female names, and non-western names.)

Formatting

Use formatting to break the piece up. Especially focus on:

- Different headline levels – H1, H2, H3
- Bold, italic
- Block quotes (when quoting text from elsewhere)

