

# SO YOU WANT TO WRITE FOR EVERYDAYDOGMAGAZINE.COM...

## **STEP ONE — PITCHING**

Take a look through our writer agreement. If it suits you, pitch us 1-3 article ideas! OR, tell us which topics you're most passionate about and we will assign you a piece!

**\*\*Your article needs to be unique to EverydayDogMagazine.com — it cannot be cut and pasted from your blog or website.**

*Your article should fit under one of the following categories:*

- Wellness (diet, fitness, health, holistic, medical, recipes)
- Travel (weekend getaway, day trip, travel tips, wanderlust)
- Behavior (behaviors, training)
- Lifestyle (culture, DIY, home, ownership, legal, technology)
- Spotlights (business spotlight (paid), inspirational stories, breed spotlight)
- Industry (pet professionals, marketing)

## **STEP TWO — KNOW YOUR AUDIENCE**

Before you begin your article, please review our “About” section on our website to familiarize yourself with our mission and our audience. <http://everydaydogmagazine.com/about-us/>

## **STEP THREE — SENDING YOUR PIECE**

Please review this list before sending us your article. We'll love you for it!

- Word count: your article shouldn't be over 1,000 words unless special permission has been given. We prefer 500-800 words.
- The more concise, the better. Avoid run-on sentences and ellipses!
- SPELL CHECK!
- Include any links (if you mention a specific location or product, link to it!)
- One space between sentences
- BIO - To be included on our [contributor page](#), you must send us the following items:
  - Headshot (doesn't need to be professional) - required
  - 1-3 sentences about yourself - required
  - Links to your social media accounts and/or website - not required
- Email your piece as a Google Doc (preferred) or a MS Word document to [laura@sasscreativestudios.com](mailto:laura@sasscreativestudios.com) with the article headline as the subject
- Include your phone number (just in case) and the best email to reach you at.

***(continued on next page)***

## **STEP FOUR — PROMOTING YOUR PIECE (and Everyday Dog!)**

Your article will be posted on our Facebook and Instagram account, and will also be listed in our weekly enewsletter. We're also happy to promote you through your very own Everyday Dog bio page. If provided, each contributor will have a page that includes their headshot, bio, website/social links and internal links to any other articles the contributor has written for us.

In return, we ask that you promote Everyday Dog on your website and/or social media. Tag us in a picture! Share our page on Facebook and let your friends know you're a contributor! Share your specific article and tag our account!

We'll also provide you with an Everyday Dog logo and ask you to add "contributing writer to Everyday Dog Magazine" to your website or personal blog pages.

HAPPY WRITING!