



Writer guidelines for mentors

Overview

The purpose of this document is to give you some content guidelines to ensure the publishing process goes as smoothly as possible.

Who to contact when you have questions

You can email Agata (agata@growthmentorphq.com) if you have any questions about SEO, the topic of the content, or the outline.

GrowthMentor content guidelines

Delivery: When the draft is finished, please send it to us using Google docs. This is the easiest way for us to leave comments.

Audience: You're writing for startup founders, people operating in growth (marketing, sales, product), and L&D (learning & development) professionals. They want to read about growth marketing tactics, growth mindset, startup stories from the trenches, or anything that someone who wants help growing their business could get value from.

Type of Content: We particularly love "How-to" posts, Ultimate guides, and case studies, but you are free to submit any idea about a post, and we will review it.

Length: Post length should not be less than 1000 words. Longer posts are welcome. The important thing is that the topic is explained well.

Conclusion: Conclude with an actionable summary of the main points. Add the primary/second keywords if possible.

Links:

- You can link to your own stuff if it adds value to the post (ex: a more detailed explanation of a concept) and if it's within reason.



- Try to link to other GrowthMentor content where you can. You can use “site:growthmentor.com [topic]” to see if we’ve written about a topic before.
- Don’t link to our direct competitors
- Don’t link to affiliate products.
- **Please link to high-quality, relevant sources. If it’s not relevant, we’ll remove it.**

Style: Informal, but not quirky. So easy on the memes & gifs, please. Be conversational.

- *Obviously, we think that mentorship is cool, but don’t just take it from us: here’s what we gathered from ten mentees.*
- **NOT** *Mentorship works. Here’s what 10 mentees say about it.*
- Humor is ok, but don’t force it. Keep it *casual*. 😊
- Try to scrap jargon and slang if possible
- Write in plain English.
- Use positive language rather than negative language.

Proofreading: We’re a small marketing team, and we don’t always have the time to go through the editing process ourselves. Please run your content through [Grammarly](#) to make sure you don’t have any typos and grammar mistakes.

Grammar, punctuation, and capitalization: We use American spelling. Prioritize it. We use the Oxford comma because it makes sense. For a list of three or more items, always use a comma before the last item.

For example:

- It’s a collaborative goal-setting framework for companies, teams, and individuals.
- **NOT** It’s a collaborative goal-setting framework for companies, teams, and individuals.

We spell out all numbers under 10, and use numerals for anything above:

For example: *Here are 20 examples of growth hacking tips, nine of which came from our awesome mentors.*

There are two exceptions to this rule:

- 1) when used before the word “percent,” keep it a numeral;
 - a) e.g. 5 percent **NOT** five percent;
- 2) when used in the headline, use numerals only
 - a) e.g. 5 Ways to Own Visual Marketing **NOT** Five Ways to Own Visual Marketing.

For headlines and SEO title: use standard capitalization rules (sentence case for all words except prepositions shorter than four letters



For example:

*Here Are 3 Ways to Win at product-led growth; **NOT** Here are 3 ways to win at product-led growth*

Capitalize What, Where, Who, Is, Are, etc.

Don't Capitalize: so, if, to, and, of

Use many examples: The two most powerful words in content marketing are "for example". If you can give an example, please do so.

Visuals: Please add a minimum of 3 visuals (images, graphics, videos) that contribute value to the content. These visuals should be below 150kb in size and dimensions of 800x400 pixels. Put them in the draft, and no need to send them separately. Please add the source.

Provide specific advice over general tips: The thing that makes content valuable is its specificity. Specificity is hard to fabricate. It makes your post more believable.

Back up your claims with quality sources: If you make a bold claim and someone on Twitter called you out on it, would you be able to defend it? If not, don't say it.

Use simple words: Use simple language and focus on communicating clearly. No one has ever complained that something was too easy to understand.

Make it easy to scan through the content: The attention span of people on the web is short. This is why we must make our content as scannable, simple, and to the point as possible.

- Be concise. Use short words and sentences. Avoid unnecessary modifiers.
- Break up long paragraphs and use subheadings
 - Aim for 300 words or less between subheadings
- Use bolds and italics to highlight key points, **not** capital letters
- Use relevant visuals instead of long-winded explanations
- Use active voice
 - *Researchers believe that mentorship can improve employee retention.*
 - **NOT** *It was shown by researchers that mentorship could improve employee retention.*
- Follow this structure:



✗ That's a lot to **read**

[A large block of text represented by many horizontal grey bars, indicating a long, dense paragraph.]

- [A bulleted list item represented by a grey bar.]
- [Another bulleted list item represented by a grey bar.]

[A final block of text represented by several horizontal grey bars.]

✓ Quick & easy to **scan**

[A large block of text represented by many horizontal grey bars, indicating a long, dense paragraph.]

- [A bulleted list item represented by a grey bar.]
- [Another bulleted list item represented by a grey bar.]

[A final block of text represented by several horizontal grey bars.]

Follow these SEO guidelines:

Include the main keyword in the title, one headline, 4-5 times in the text, + synonyms.

Examples of good posts:

<https://www.growthmentor.com/blog/creative-testing-with-small-ads-budget/>

<https://www.growthmentor.com/blog/how-to-create-a-virtual-summit/>

<https://www.growthmentor.com/blog/growth-marketing-framework/>