

WCN EMAGAZINE CONTRIBUTOR GUIDE

For The Well-Comm Members and Partnership Contributors

HOW TO SUBMIT

Step 1: Fill out submission form

<https://www.thewellcommnetwork.com/member-promotional-opportunities.php>

Step 2: Email Article (Word Doc and Photos) to Deborah at thewellcommnetwork@gmail.com

OUR INTENTION

The Unfolding is a space for education, inspiration, and gentle exploration. Our goal is to help wellness seekers learn about a variety of wellness approaches in a safe, welcoming, and heart-led way, while providing our members and partners with an opportunity to share their knowledge, experience, and unique gifts with our community, fostering connection, trust and relationships.

BEFORE YOU START WRITING:

We encourage content that is:

- ✓ Educational and informative
 - ✓ Easy to understand for someone new to the topic
 - ✓ Supportive and encouraging
 - ✓ Heart-led and authentic
 - ✓ Focused on helping rather than selling
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CURRENT ARTICLE CATEGORIES:

1. Living in Harmony

Inspire readers to learn how simple changes to your home, routines, and daily habits can create a greater sense of calm, balance, and wellbeing.

2. Caring for the Body

Explore educational topics that support physical wellbeing, including movement, bodywork, mobility, fitness, recovery, posture, pain management, and healthy lifestyle practices.

3. Personal Growth and Reflection

Encourage readers to deepen their self-awareness through reflections, life lessons, mindset shifts, and supportive practices that inspire personal growth.

4. Emotional or Energetic Balance

Support readers in finding greater emotional wellbeing, stress resilience, and energetic balance through practical tools, insights, and supportive practices.

5. Seasonal Nourishment

Share educational articles about seasonal nourishment, digestion, hydration, gut health, herbs, and the role that nutrients found in whole foods and nature play in supporting overall wellbeing.

6. Wait... You Do What?

Help readers better understand different wellness modalities by exploring what they are, how they work, and what someone can expect from the experience. (Examples... Reiki, Mediumship, Sound Healing, Astrology, Reflexology, and many others.)

OTHER WAYS TO CONTRIBUTE:

1. Recipes from Our Kitchen to Yours

Share your favorite seasonal recipes

2. Natural DIY Recipes and How to Guides:

Share wellness-inspired DIY projects or simple how-to guides that encourage creativity and self-care.

3. "Words & Books That Inspire Us": (Added in August)

Recommend one favourite inspirational quote (or your own words of wisdom) along with a book that has inspired you.

4. MEMBER EVENTS

Beginning in our Fall Issue, Taking Root we are happy to announce that we will have a "Members Events" Section. Stay tuned, we will announce when the details have been added to the submission form.

WRITING GUIDELINES

Our eMagazine is a space for **education, inspiration, and gentle exploration.**

We share content that supports wellness seekers in learning about different modalities in a **safe, neutral, and heart-led way.**

1. EDUCATE RATHER THAN SELL

Please avoid promotional language within your article.

This includes:

- Pricing

- Packages
- Calls to book
- "Work with me" language
- Links to services within the article

Your Member Profile Page will include your business information and website link.

2. HONOR PRIVACY

Please avoid sharing identifiable client stories or personal experiences from your practice. Instead, consider sharing:

- Common questions
- General observations
- Frequently experienced challenges
- Helpful tips
- Gentle practices
- Insights you've gained through your work

Using language such as "Many people find..." or "It's common to notice..." helps readers feel supported while respecting confidentiality.

3. WRITE WITH CARE

Avoid absolute or guaranteed claims. Instead use invitational language such as:

- may support
 - can help
 - is often used for
 - many people find
 - may encourage
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4. Stay Inclusive

We honour the many paths that support health and wellbeing. Please avoid language that suggests one modality or practitioner is better than another.

5. Suggested Article Structure. You may find this helpful:

- **Title & Tagline** – Introduce Your Topic. Clear and inviting
 - **Introduction** – What is this and why it meaningful
 - **Main Content** – Share key insights, education or practical information
 - **What to Expect** – Offer gentle guidance for readers who may be curious about learning more.
 - **Closing Reflection** – Leave readers with an encouraging takeaway, question, or reflection.
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6. ARTICLE LENGTH

Feature Article - Approximately 1,500–3,000 words
(*Limited number available each edition.*)

Standard Article - Approximately 800–1,500 words

Quick Inspiration - Approximately 300–500 words

If Feature Article spaces have already been filled, you'll have the option of shortening your article or having it considered for a future issue. You're always welcome to contact Deborah before writing to confirm availability.

7. Author Bio (Included at the End)

Your author section will be created from your WCN Member Profile and will include:

- Your name and business name
 - Your I Help statement will be added
 - You will be linked to your member profile page on the WCN website
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Final Thoughts

Our hope is that every article helps readers feel informed, supported, and inspired while reflecting the integrity, authenticity, and heart of The Well-Comm Network.

Thank you for sharing your knowledge and helping our community continue to grow.

Email Deborah with any questions at thewellcommnetwork@gmail.com

