



WRITER GUIDELINES

Thank you for your interest in writing for pstprtm and being part of the mission to revolutionize the postpartum experience for all women and birthing people. See below for some important things to know about the pstprtm brand so that your submission is aligned.

Our Voice:

The pstprtm voice is conversational, direct, and supportive with the casual tone of a close friend. She reveals the raw experiences and challenges that come with new motherhood, while also being a source of empowerment, support, and inspiration. She guides the reader to the resources they need to prioritize their own self-care.

Our Articles:

pstprtm's content is designed to support women within their unique phase of the postpartum journey—what to eat, when to move, how to establish boundaries, what it looks like to advocate for yourself and your wellbeing, and who is out there fighting for them (activists + organizations). We also create space for women's stories to be shared and show that there are many pathways to motherhood and navigating postpartum.

Writing for Us:

We're seeking writers who range from postpartum experts to fellow mamas with diverse socioeconomic backgrounds, culture, race, sexual orientation, and more. We're seeking women who are all about sharing their expertise and experiences, while also aligning with this mission of empowerment and the need for a shift in the perception of the mother.

Here's how the submission process works:

Step 1: Choose your topic based on the following categories

- **Nutrition:** i.e. essential nutrients for healing, recipes, cooking tricks, etc.
- **Self-care:** i.e. alone time, breathwork, meditation, boundaries, etc.
- **Body:** i.e. changes, "is this normal?," healing from birth, breast milk, etc.
- **Movement:** i.e. how to move and when to move, regaining strength

- **Relationships:** i.e. adjusting to a new normal, hard conversations, etc.
- **Mindset:** i.e. feeling your feelings, when to get support, what's normal, etc.
- **Change:** i.e. social change, policy, activism, stories, etc.

Step 2: Keep these guidelines in mind.

- **Intention:** Be clear on the intention of your topic / article: What do you want a mama to walk away with after reading it? How will it help her?
- **Realness & Relatability:** Don't shy away from the hard / raw moments + issues
- **Lesson / Takeaway:** Be sure your piece includes a helpful lesson or resource or action item to make it supportive to the reader.
- **1000 - 1500 words:** Keep in mind that mamas don't always have time to sink into a long article, so we want pieces that are quick and digestible while also adding value.
- **pstprtm voice:** Please be conscious of the tone of the pstprtm voice above.

Step 3: Submitting to us.

- Before submitting to us, please proofread your article and include any sources that you used to inform the content.
- Then drop your Google document in the Google form we share with you, also accessible [here](#).
- Please include the following:
 - Your bio
 - Your headshot
 - If applicable, your suggested image for the article (please note: this must be from a stock photography website)

Important Note:

By submitting your article, you are agreeing to not publish this exact piece anywhere else. You are also agreeing to our editors editing and potentially reworking your piece before it is published.

Articles submitted incorrectly may not be accepted as complete or publishable. THANK YOU!