

hope + wellth

MAGAZINE

WRITER'S
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WRITER
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HOPEWELLTHMEDIA.COM

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MAGAZINE

Writer's Guidelines

We are just like you — women on a journey to find peace and prosperity

Founded by the creators of MoodWellth, we are dedicated to empowering BIPOC women through content that bridges personal well-being with success—because true prosperity starts from within. Our quarterly digital and print magazine delivers inspiration, actionable wellness strategies, and powerful stories that reflect the diverse experiences of our community. By cultivating resilience, ambition, and holistic health, we create a space where women can thrive—personally, professionally, and financially. Hope+Wellth is more than a publication; it's a movement toward a life of purpose, abundance, and well-being.

The content (articles) should provide helpful and unique information, based on reliable and accurate resources and/or interviews with topic experts.

Each article will fit in one of our topic categories and relate to a chosen theme for the month or issue.

OVERALL VOICE AND STYLE:

The content will be friendly and conversational, yet respectful of the various cultures, ages and values of a diverse readership of women (with a core audience of ages 35+ and an average age of 45). Articles should contribute to a reader's practical knowledge base on a topic, while offering a perspective of encouragement, hope and inspiration.

EDITORIAL MISSION: INFORM. INSPIRE. UPLIFT.

STYLE POINTS TO KEEP IN MIND

Hope+Wellth Magazine reserves the right to make any edits/cuts/style changes as necessary. Once you submit your work to be published, it is with the understanding that we have final say on the end content of that article.

- Speak directly to the reader, using the pronoun, "you."
- Write as if you're speaking to a woman of intelligence, but make sure to explain any technical terms that the average reader may not know.
- Conversational doesn't mean familiar, while respectful means to use appropriate language at all times. If your topic is related to sex or has advice about sex, it's OK to write about it if it's done in a professional manner and is respectful of all types of relationships keeping LGBTQ+ in mind.
- Hope+Wellth is not affiliated with any political view or religion; however, we seek to include women's opinions and insights from all backgrounds. Please be respectful of everyone and do not assume other people think the same as you do. Example: do not say, "Everyone goes to church on Sundays," "Nobody likes to go outside when it's raining, etc.)"
- Use humor when appropriate and possible.
- Present a unique viewpoint or information, rather than repeating information in other publications or on other websites. The easiest way to do that is to keep our mission in mind and look at the story from a positive point of view.
- Articles should use at least two reliable sources for information, and (when possible) include an interview with an expert on that topic. Even if the article is your opinion, it should include references if you are making fact-based claims.
- Use correct spellings, punctuation, grammar and syntax.
- Articles should be between 500-1500 words unless otherwise noted. Get preapproval for articles over 1500 words.

GRAMMAR POINTS TO KEEP IN MIND:

- **Spell out numbers** smaller than 10, use numerals for numbers greater than 10. Example: "You might want to buy **two** of these lipsticks and keep one in your purse and one at home. Stores have sold more than **10,000** of these items and are having trouble keeping them on the shelves."
- **Italicize** the following (without quotation marks): plays, movies and other productions, book titles, titles of newspapers, music CD titles, foreign phrases (unless they're commonly known), bio blurbs at the end of an article.
- **Use quotation marks** for the following: TV shows, titles of newspaper and magazine articles, familiar expressions (e.g., "A rolling stone gathers no moss"), nicknames (e.g., He called her "Shorty").
- **Hyperlink to all references and sources** within the text. Credit all quotes. Include a reference section at the end of the article using APA format.
- **Periods and commas are placed within quotations.** Example: "The latest research recommends almond versus soy milk," Dr. Cow said.
- **When referencing a person, mention them first by their full name,** then by their first name. Example: "Jennifer Aniston always makes me laugh. When I asked Jennifer what her favorite episode of Friends was, she couldn't pick."
- **Round prices to the nearest whole number.** Example: anything \$.50 or higher should go up, and \$.49 or lower should go down (\$4.55 should be \$5; \$4.32 should be \$4).
- **One space after ending punctuation.**

SENDING YOUR ARTICLE

FORMATTING

- Times New Roman, 12 pt.
- Single spaced format
- One space after ending punctuation
- Document type: Word or Google Doc (**do not submit as a pdf**)

Start each article as follows:

- Article Title (use title capitalization, in other words, all main words should be capitalized)
- Article subtitle (initial word capitalized only)
- Byline
- At the end of the article, include two or three sentences of biographical information about yourself, and italicize it.

Example of how your article will look at the top of the page:

Spring Family Fun
Spring activities your family will love
By: Wilhemina Q. Writer

NAMING YOUR FILE

Please name your file as follows: your name_article title_season and two-digit year the article will appear

Example: if your article will post in Spring 2025 issue and its title is Spring Family Fun, then please name your file:

Jane Doe_Spring Family Fun_Spring25

It is okay to abbreviate, as long as it's clear what the abbreviation means.

GET SOCIAL WITH US

Include your social media handles with the submission of your article. We will tag you in social media posts when we promote your article and invite you to collab with us on social media.

ONCE PUBLISHED

Once published we encourage the following:

1. Share the byline across your social media platforms and tag Hope+Wellth (@hopeandwellth).
2. Leverage it in your email newsletters.
3. Mention it in pitches to future partners.

Writer Referrals

If you know another writer who's interested in submitting an article for Hope+Wellth's website or magazine, direct them to hopewellthmedia.com/write-for-us.

Writer's Guideline Checklist

VOICE & TONE

- ☐ Is the article written in a positive tone? (Do not begin your written piece with a negative message)
- ☐ Does your article encourage, inspire, educate, and/or provide hope for readers?

POINTS TO REMEMBER

- ☐ Begin your article writing with an outline.
 - Are your thoughts organized before writing?
 - Do your paragraphs transition fluidly?Include at least one of the following:
- ☐ •Two reliable references & sources (include source hyperlink) and/or
 - Topic expert interview with facts & quotes.
 - Don't forget to include a reference section at the end of article.
- ☐ Your article should speak to the reader.
 - Write in the pronoun "you."
 - Do not write from the "I" perspective. (unless it is a personal story)
- ☐ Tell the story inclusively and respectfully. Topics such as sex, religion and politics are ok to write, just be mindful. Hope+Wellth has no affiliations and women's opinions and insights should be included as supporting statements.

FORMATTING

- ☐ Font Times New Roman, 12 pt.
- ☐ Article is single-spaced.
- ☐ Insert one space, not two spaces, after sentence-ending punctuation.

ARTICLE INTRO

- ☐ Article Title (main words of title capitalized)
- ☐ Article subtitle (if applicable)
- ☐ Byline (author's name)
- ☐ Reference section (includes hyperlinks used in the article and any print resources used in APA format)
- ☐ Your two-three sentence bio at the end of your article. (Remember to italicize bio.)

GRAMMAR & STYLE POINTS

- ☐ People's names
 - Use full name when first referencing.
 - Use first name through remainder of article.
- ☐ Numbers
 - Spell out numbers one through nine.
 - Use numerals for numbers 10 and greater.
- ☐ Italicizing (without quotation marks) for the following:
 - Play titles, movie titles, TV show titles, book titles, newspaper titles, song/music titles, foreign phrases, and writer's bio.Ex: The New York Times
- ☐ Quotation Marks for the following:
 - Newspaper & magazine article titles, familiar expressions, nicknames.Ex: "A Dime a Dozen"
- ☐ Periods & commas should be placed within quotations.
Ex: "The cow laughed," said Mr. Horse.
- ☐ Round prices to nearest whole number
- ☐ One space after ending punctuation.

NAMING YOUR FILE

- ☐ Your first and last name. Ex: Jane Doe
- ☐ Article title. Ex: Spring Family Fun
- ☐ The season and two-digit year the article is being published. Ex: Spring25

How file name should appear:

Jane Doe_Spring Family Fun_Spring25

REVIEW BEFORE SUBMITTING

- ☐ Article must be 500-1500 words (get pre-approval if more than 1500 words)
- ☐ Editor-check for spelling, grammar, clarity, conciseness, and punctuation.
- ☐ Verify hyperlinks work within article.
- ☐ Reference section at end of article with APA format.
- ☐ Re-read your draft a final time.
- ☐ Word or Google Doc format and **not** PDF
- ☐ Email to info@hopeandwellth.com by deadline date.