

# Article Writing Guidelines

YogiApproved.com is an online yoga and health and wellness publication. We focus on all things related to yoga, fitness, meditation, health and wellness, diet, love, intimacy and happiness. Our mission is to provide insightful, inspirational and original content on these topics. Thank you for your interest in doing this with us!

Here are the guidelines for writing your articles:

## Content

- **Perspective** - Your personal “I” perspective is welcome but please remember that this is not a personal blog. Please be sure to include the reader in your writing, ask them questions and make your article relatable. Articles that use, “you,” “your,” “we,” and “us” are usually more digestible and relatable.
- **Tone**: Be the positive and friendly you! Most of our readers are women between the ages of 24 and 37. You are allowed to use slang and curse words as long as they are not intended to put down or offend the reader. Have some fucking fun with it and be authentic. 😊
- **Research**: If you take parts of information or images from third party sources, please reference those sources at the end of your article.
- **Images and Gifs**: Images are always great! If you want to include images make sure to either have the rights to use them or provide us a link to your source. If you would like to include an animated gif please provide us with the embed code or the url from which you found it.

## General Structure

- **Title**: Clear and engaging. The title must clearly reflect the content of the article. In some cases we may change the title of the article to increase the likeliness it will get read. Ask yourself, “Would I click on that?”
- **Paragraphs**: Please separate your article into short paragraphs to make it easier to read.

- **Subheadings:** People like to scan articles before they commit to reading them. Where appropriate, add bold subheadings to your paragraphs to guide the reader through your article.
- **Article length:** Typically between 300 – 1000 words
- **Images:** You may include images and or gifs throughout your article to help the reader stay engaged.
- **Structure:** All articles should have an introduction that clearly states the objective of the piece, a body, and a conclusion.

## The Types of Articles We Are Looking For

Here are some examples of the types of articles we are looking for. These are just examples and are by no means a list of articles that we are asking you to choose from.

- **Lists:** Everyone loves a list. They are quick to skim through and easy to digest.
  - **10 Things Your Yoga Teacher Wants You to Know**
  - **5 Yoga Poses to Help You Wake Up in The Morning**
  - **You know you're a yogi when...**
  - **20 Mistakes Every Yogi Makes**
- **Questions:** Ask the reader a question and provide a solution.
  - **Does Your Back Hurt After You do Yoga?**
  - **Are You Tired Throughout The Day?**
  - **Are You Depressed? Here is Why Yoga Can Help**
- **Inspiration:** Although these articles are commonly personal be sure to make it relatable to the reader.
  - **Why Yoga Saved My Marriage**
  - **Weight Loss and Yoga – How I Found the New Me**
- **Self Improvement:**
  - **5 Ways to a Flatter Stomach**
  - **7 Ways to Improve Your Time on the Mat**
  - **The Importance of YOU Time**
- **How-To's:** Please only write how-to articles if you have experience in the area you are writing about.
  - **How to Relieve Lower Back Pain**
  - **How to Eat Healthy While You're Traveling**
  - **How to Get More Out of Your Daily Meditation**

- **News and Current Events:** Did something happen in the yoga community? Is there a new type of yoga that everyone should know about?
- **Comedy (Editorial and Video):** Life is better when we are laughing. Have something funny to share? We are all ears!

## **This is Our Number 1 Most Important Rule**

You MUST, have fun with your writing. If you find yourself mad at your computer please stop what you are doing, take a deep breath and go do something that makes you smile. :) Your articles are going to inspire, uplift, entertain and educate thousands of readers. What you're doing is important, and above all else is supposed to be fun!

Remember, if you're bored when you're writing, the reader is going to be bored when they're reading.

# Contributor Terms

Please read and familiarize yourself with the following terms and conditions.

1. You (the author) allow us (YogiApproved.com editors) to publish this article on YogiApproved.com.
2. You guarantee that this article was entirely written by you and is not plagiarized.
3. You guarantee that this article (or parts of it) has not been and will not be published anywhere else online (except for your own personal website or blog with a link to the original article on YogiApproved.com).
5. You understand that your article may be subject to title, grammar, spelling, punctuation, and style changes.
6. You understand that submitting your article does not guarantee that it will be published.
7. You as the writer own the rights to your articles but allow us to publish them permanently (or as long as we choose) on YogiApproved.com. You agree not to sell your articles to other online publications.
8. We do not allow paid backlinks.

If your article has not been published after 30 days, please feel free to publish it on another website.

By submitting your article, you are agreeing to these terms and conditions.

# Some FAQ's

## **Is my article guaranteed to be published?**

The short answer is no. We do not publish all of the articles that get submitted to us. But hey, you won't know if you don't try. And if your article is not accepted, our editors will generally give you constructive feedback to help you have a better chance next time.

## **How long before I'll know if my article is going to be published?**

Our editors will get back to you within 72 hours. If your article has legs, they will work with you (up to two revisions) to get it ready for publication.

## **When will my article be published?**

Articles are typically published within 2-3 weeks of submission. In some cases we may publish it sooner and in other it may take a bit longer. Your editor will give you a good idea of when you can expect to see your article on the website.

## **Can I share this article with other publications or blogs?**

Once your article is submitted, we ask that you do not share it with other publications or blogs. If we choose not to publish your article, you are free to share it elsewhere.

## **Can I share an article that has already been published on another website?**

No. We only publish original content (content that has not been published anywhere else).

## **Am I going to be paid for writing articles?**

At first, no. We do pay several writers but these are writers that have proven to be easy to work with and consistent in their submissions. This is something you can talk to your editor about.

## **What do I get out of writing for YogiApproved.com?**

Great question! We have writers that submit articles for a number of reasons. Some do it because they love to write and they love sharing their thoughts, experiences, knowledge and opinions with others (hundreds of thousands of them). Others write because they have a website or blog that they are promoting

in their byline. Contributing to YogiApproved.com is a great opportunity for any writer to build his/her portfolio and get their writing featured to over half a million monthly readers.

### **What should I write about?**

See the Article Writing Guidelines above for some inspiration and direction. Write about something you're passionate about. Be sure to check out the recently published articles on our site so that you don't write about a topic we just covered. Still wondering what to write about? Our editors are always happy to make suggestions. We have a list of priority topics that you are welcome to write about.

You can reach out to them at [contribute@yogiapproved.com](mailto:contribute@yogiapproved.com) with the title "Help! I don't know what to write about."

### **Why do I have to have a Gmail account?**

We use Google Docs as a way of sharing edits to your articles. It just makes everyone's life easier. We make no exceptions.

### **How do I become a featured contributor?**

Once you submit 4 articles, we will consider you as a featured contributor. You must submit at least 2 articles per month to maintain that status.

### **What do I get as a featured contributor?**

Your profile image will be featured at the bottom of the home page along with the other featured contributors. You now have the opportunity to be paid for your articles.

### **How do I get a YogiApproved.com column?**

YA columns are invite only. We will let you know if we think you would be a good fit.

**Have any more questions? Email us at  
[hello@yogiapproved.com](mailto:hello@yogiapproved.com)**

**With so much love!**  
The YA Team