

# YOUR MESSAGE

**Create content that  
stirs curiosity**



[emblaze.today](https://emblaze.today)

# STEP ONE

## Envisage.

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**Step into the world of your reader. Put yourself in their shoes and envisage the things they'd like to read about.**

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### Think of Olivia and Ed.

They're aged 20-40, living on the outskirts of a city and working within a well-known corporate employer. They probably went to University, although the reality of their careers are yet to fully live up to what they imagined.



**They are young enough to harness energy and drive, but experienced enough to have allowed some of the cynicism to set in.**

They go on nice holidays and the the odd city break, but are likely to be paying high rent or have a starter home. They consume social media, but don't tend to actively contribute. They're serious about their careers – and there's something telling them to do more... **to be more.**

**Mobilize their ambitions. >>**



# STEP TWO

## Theme.

Decide on the type of article you'd like to write.  
You could go for any one of the following:

**GUIDE:** 'A new way to...'

**STORY:** 'How I overcame...'

**ARTICLE:** 'The law of...'



### Headline

Next, think about the headline; it will set the mood of your piece. Go for something that will stimulate the reader; ideally an angle that will be new to them.

### ✘ 5 ways to deal with a nightmare boss

Negative. Cynical. Old fashioned ideas and language. Confrontational. Poor attitude. Divisive. Low value. Entertaining not functional.

### ✔ Tame power to bind growth

Concise. Empowering. Curious. Assertive. Positive. Solution focused. Educational. Bold.

Content that fits with the brand will:

- + Give energy to the reader
- + Finish on a high
- + Provide solutions, not highlight problems
- + Speak to the reader (You must... You'll be...)
- + Have a lively writing style
- + Be accessible, professional but not too technical
- + Ooze inspiration, making the reader want to act



Once you have a good idea of the article you'd like to create, send an overview to [editor@emblaze.today](mailto:editor@emblaze.today). We'll have a read and come back to you with any thoughts. Then it will be up to you to get writing!

*We are happy for you to rework an existing piece, although we'd like it to be tailored to our audience to retain de inition and authenticity.*

*Content published within the magazine may not be reproduced on any other printed or digital environment. We will provide you with approved assets to enable promotion.*

# STEP THREE

## Spec.

We'll agree between us when your piece will be published and we will set appropriate deadlines.

To ensure that your content fits within the publication we ask that you follow our simple set of rules:

### ARTICLES

**Intro:**

30-100 words

**Article:**

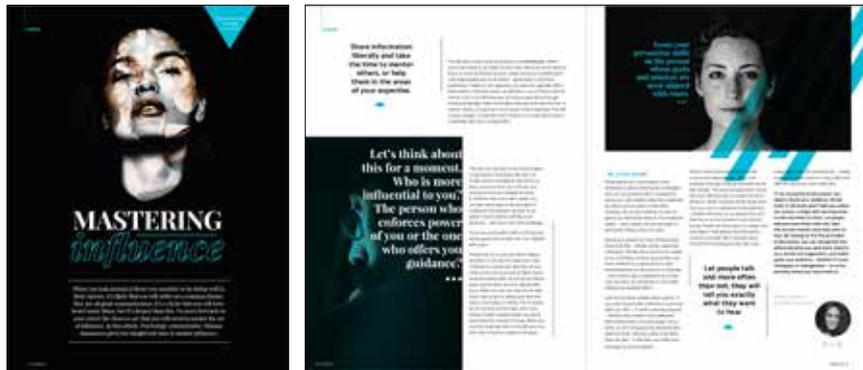
500-1500 words

**Key info:**

Highlight 1 or 2

**Images/diagrams:**

Must be 300dpi and of professional quality



Linda Wright  
Relationship coach

### ABOUT YOU

**Details:** Name, Job title

**Blurb:** Up to 30 words

**Profile pic:** Min 50mm high.

Professional pics only

### FILE NAMES

Please label your file names according to the following structure:

**ArticleTitle\_Author\_V1\_Date**



Download the 'Emblaze\_maker.docx'.

You can find it at [sjw.today/emblaze-makers](http://sjw.today/emblaze-makers)

When you've completed your article and your pics are gathered, please email them to [editor@emblaze.today](mailto:editor@emblaze.today). We'll come back to you with the next steps. You will have the opportunity to comment and approve your piece, but we retain creative licence over its production.

**We look forward to working with you!**