

# SoulAdvisor Editorial Guidelines

Nourish Yourself.  
Heal Our World.



SoulAdvisor™



## Our Purpose

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SoulAdvisor's purpose is to be a global facilitator of health and wellness through access, education and advancement of Traditional Complementary Integrative Healthcare (TCIH).

## Our Vision

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To build the world's most trusted community of TCIH practitioners where customers can seamlessly access services to improve their health and wellbeing.



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## About

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SoSoulAdvisor is a purpose-driven, global collective of trusted TCIH health practitioners and healers who have joined together to support people on their wellness journey, and by doing so creating a happier, healthier planet.

Our digital platform [souladvisor.com](https://souladvisor.com) connects customers free of charge with our practitioners and allows them to search for more than **110 different health and wellbeing therapies** by both symptoms and conditions. Additionally, customers can access high quality guidance from a range of experts to achieve optimum health through our educational content in our digital content hub, '**Your Sanctuary**'.

## Our Founder

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**Elain Younn**, Founder of SoulAdvisor is herself a practitioner who after a difficult start to life is now a successful philanthropist and entrepreneur. Arriving in Australia in 1981 as a refugee after fleeing the Khmer Rouge in Cambodia, Elain has built a life based on guidance, spirituality and intuition. Her success and healing comes from her commitment to wellness.

## Our Market Position

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We have undertaken extensive research with practitioners and consumers to ensure We have undertaken extensive research with practitioners and consumers to ensure that we deliver to our brand promise of nourishing yourself to contribute to the greater purpose of healing our world. This is achieved through the seamless connection of our highly qualified practitioners with health and wellness-conscious clients.

## Our Audience

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Our prospective clients are broadly people who are seeking to improve their well-being and wish to have access to qualified TCIH health and wellbeing **practitioners** across the globe in a range of different therapy categories. The content categories that we are seeking guest authors for have been developed based on in-depth interviews and qualitative research with our target audience.

## Our Content Strategy

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As SoulAdvisor is a dual digital marketplace, we are committed to growing, engaging and educating both our practitioner and consumer communities across the globe. High-quality content across a range of health and wellness topics is fundamental to delivering our purpose.

Our website has a dedicated content hub named 'Your Sanctuary', that houses different types of content, including an extensive blog with articles and reviews from our global collective as well as subject matter experts and industry thought leaders in the TCIH sector.

We invite members of our global collective and beyond to contribute to 'Your Sanctuary' with original written submissions to be featured on the SoulAdvisor website including a story or experience that may help inspire and enrich the lives of others.

We will prioritise content that is:

- well written with good English grammar
- informative but accessible
- easy to read and engaging to our audience, so it encourages commentary and shares online.

[Therapies](#) [Your Sanctuary](#)



SoulAdvisor | 23 Aug 2021  
[Create](#) > [Cooking](#)

### Spice Up Your Palate With 7 Edible Flowers

Many restaurants include edible flowers to present their wonderful culinary creations, however did you know that edible flowers are also a valuable source of nutrition? [...]



SoulAdvisor | 19 Aug 2021  
[Earth](#) > [Nature](#)

### How Reconnecting With The Earth Can Improve Your Wellbeing

With an increasing number of studies on subjects ranging from mindfulness to the connection between gut health and psychology, holistic wellness is becoming impossible fo [...]

## Content Categories

There are eight content categories, each of them with sub categories:

### Create

- arts
- cooking
- gardening
- sound

### Financial Wellness

- career
- money
- social good

### Mind

- meditation and mindfulness
- mental wellness

### Sustainable Living

- beauty
- fashion
- food
- home
- travel

### Earth

- nature
- planet
- traditional healing

### Healthy Living

- healthy ageing
- immunity
- integrative health
- movement
- nutrition
- sleep

### Love

- parenting
- pets
- relationships
- sexual health

### Soul

- global integrity
- purpose
- spirituality

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## Benefits to content contributors

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SoulAdvisor is a global platform with significant resource and marketing investment to promote our purpose and is supported by extensive marketing and communications programs.

Our brand values are trustworthy, inclusive, transparency, accountability and accessibility, and are synonymous with quality and integrity.

**Your contribution to our content strategy has the following benefits to your personal brand and business:**

- **Broad exposure to targeted traffic** - your content is being promoted via professional marketing programs online and offline to a targeted audience of health and wellness seekers and providers, ensuring web traffic and readership are qualified.
- **Grow your digital footprint** - if there are additional shares of your content, this will improve your SEO and give you the opportunity to grow your following. Your Sanctuary generates significant organic traffic, which in turn generates more bookings and leads for your business.
- **Grow your social media presence** - through sharing of your content via our social media networks.
- **Expand your personal network** - connect with other people in your industry, and open up new opportunities for collaboration and growth.
- **Grow brand awareness** - getting more exposure means more users know about you and you can share your message to a broader audience.
- **SoulAdvisor Practitioner's ONLY**, a link from your article will be added to your profile and your profile link will be added to the Your Sanctuary Article in your bio section. Your Sanctuary article in will include a reminder to the reader to book a [Discovery Call](#).

## SoulAdvisor Editorial Process and Responsibilities

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**Your Sanctuary contributors provide articles that:**

- offer quality content with the SoulAdvisor **global community** in mind, and are aligned to one of the specific health and wellness categories.
- are written by experts in their field, or someone who has researched the topic thoroughly enough for the article.
- all in-house SoulAdvisor writers have signed the **ethical storytelling pledge** and we encourage all our guest contributors to do the same.

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**We welcome and encourage guest contributors and freelancers to pitch topic ideas to us prior to writing.**

- A submission must be your **own original, unpublished work**. This work cannot be published on your personal blog or website, but can be shared via your social media networks.
- **No advertorial content** is to be included in any article. Please do not mention personalities, products, commercial services etc. in your work without first discussing this with our editorial team.
- Provide information based on your **area of expertise, personal experience or research**. If you are making a technical or health claim or referring to research, please provide full references and citation.
- Provide a **brief biography** (two or three sentences) describing yourself and your qualifications, your current professional status along with a passport sized professional photo. Qualified practitioners can be linked to their SoulAdvisor profile. Please refer to 'Your Sanctuary' for **examples** on the format and length of our accepted biography format. Please keep to less than 100 words. See example:

#### About Jennifer Nurick

Jennifer Nurick (M.A. Psych / Couns.) is psychotherapist, counsellor and energetic healer. She is President of the International Energetic Healing Association and the founder of Psychotherapy Central. She specialises in attachment issues, trauma, depression and anxiety resolution. [Connect via her profile](#), if you want to know more or book an appointment.

- All articles will be **professionally proofread** by the SoulAdvisor editorial team.
- SoulAdvisor reserves the **right to edit all material** accepted for publication.
- Articles are to be **1000-3000 words in length, with a 20-30 word summary**, submitted [here](#) . All imagery will be at the discretion of SoulAdvisor.
- Research on the internet must be acknowledged where applicable, **noting sources**.
- Be **mindful of plagiarism**. According to The Macquarie Concise Dictionary, plagiarism is “the appropriation or imitation of another’s ideas and manner of expressing them, as in art, literature, etc. to be passed off as one’s own”.
- We request that any articles published on SoulAdvisor be **shared by the author** via their online platforms eg: Facebook, Instagram, Twitter, email and newsletters, etc.

## Submission Process and Timing

- Please enter all submissions here : <https://www.souladvisor.com/article/new-article>
- If you are currently listed on our platform, please log in first.
- If you are not yet signed up to SoulAdvisor, then please sign in here either [as a practitioner](#) or [as an explorer](#) in order to submit an article.
- SoulAdvisor will contact you via email if your submission has been approved and when you can expect your work to be published.
- A final draft of any revised work intended for publication will be sent for approval.
- A widget will be provided to allow sharing of your article.

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## Style Guide Notes

The following notes have been created to support contributors as well as to ensure brand consistency for the SoulAdvisor community. If you would like a copy of the full Style Guidelines, these can be provided to you on request.

### Tone

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- The tone of the site is professional yet engaging, credible, interesting and relevant. SoulAdvisor offers expert, evidence-based advice, along with personal experiences with the reader top of mind.
- Articles need to be well written, with references cited at the end of the article, offering practical advice aligned with our topics of interest.

### Structure

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- The structure of your article has a tremendous impact on its readability for the audience as well as how it ranks in SEO. The article "[How to Write a Quality Online Article](#)" is less than a five-minute read and is a practical guide on how to achieve both.
- Give subheadings within each section of your article where possible to break up the structure of the article so it avoids looking like a "wall of text".
- In other words, increase your article's scan-ability, by adding headings, sub-headings, bulleted lists or numbered lists where applicable. Please refer to '[Your Sanctuary](#)' for examples of articles by category.

### References and Copyright Responsibilities

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- Articles will only be accepted that include references where applicable, with facts and figures cited accurately. Any references need to be meticulously highlighted and recorded correctly. See reference examples below:

#### References

[WHO Director-General's opening remarks at the media briefing on COVID-19 | WHO](#)

[Spanish flu: The deadliest pandemic in history | Live Science](#)

[Pandemics Kill Compassion, Too | The New York Times](#)

[How COVID-19 vaccines were developed in record time | ABC News](#)

[Stress, Illness and the Immune System | Simply Psychology](#)

[Tinder tells users coronavirus safety is 'more important' than dating. | Daily Mail](#)

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- Our editors are entitled to develop, alter, edit, and proof the content, usage, format, capitalisation, punctuation, and spelling to conform to the style guidelines, the subject matter, and intended audience as outlined in this document.
  - No paraphrasing or reproduction without acknowledgment or where appropriate, permission from the author is required.
  - As a contributor, you agree that you will be the sole author of the content you provide to SoulAdvisor, that this original content is of authorship by you, free of plagiarism. We take plagiarism very seriously. You agree to use reasonable care to ensure that all facts and statements in the transferred works are true and that they do not infringe upon any copyright, right of privacy, proprietary right, right of publicity or any other right of a third party.

## Copyright

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- All submissions must be your own original, unpublished work.
- SoulAdvisor reserves the right to publish the article on an exclusive basis for a period of six months from publication date, after which time if the author is looking to repurpose the article for his/her own use, we ask that you notify SoulAdvisor beforehand and ensure it is not a complete duplication, as this will impact the SEO on both websites.

## Images

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- Posts will be accompanied by a high quality visual image selected from our editorial committee in line with our brand guidelines to compliment your article.

## Editorial process

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- Please be aware that we review each article pitch or submission in the context of our content priorities.
- If you have any further questions about contributing to our 'Your Sanctuary' blog, please feel free to email us at [connect@souladvisor.com](mailto:connect@souladvisor.com).

**Thank you from the SoulAdvisor editorial team.**

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