



SoulAdvisor

# Editorial Guidelines

NOURISH YOUR SOUL.  
HEAL OUR WORLD.



## Our Purpose

SoulAdvisor's purpose is to be a global facilitator of health and wellness through access, education and advancement of Traditional & Complementary Medicine (T&CM).

## About

SoulAdvisor is a purpose-driven, global collective of trusted T&CM 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 over 150 different wellness categories 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

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

We have undertaken extensive research with practitioners and consumers to ensure that we deliver to our brand promise. Currently, we are in a fast period of growth as we continue our process of selecting and registering practitioners from all over the world.

## Our Audience

Our key marketing personas are broadly people who are seeking to improve their well-being and wish to have access to qualified T&CM health practitioners across the globe in a range of different therapy categories. All our personas travel frequently, and are seeking to have access to wellness services when they are at home and abroad. The content categories that we are seeking contributors for have been developed based on in depth interviews and qualitative research with our audience.

## Our Content Objective

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 wellness topics is critical to delivering to our purpose.



## Our Content Strategy

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 community as well as subject matter experts and industry thought leaders in the T&CM sector.

We invite members of our community 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 to facilitate commentary and shares online.

## Content Categories

### Mind & Body

- Health
- Meditation
- Movement

### Travel

Exploring wellness while we travel and showcasing different practitioners across the globe

### Soul

- Global Integrity
- Purpose
- Spirit

### Financial Flow

Our relationship with money, how it can support our purpose and relates to our wellness

### Lifestyle

- Beauty
- Fashion
- Food
- Home

### Love

- Parenting
- Pets
- Relationships

### Create

- Visual Arts
- Sound
- Cooking
- Gardening



## Benefits to Content Contributors

SoulAdvisor is a global platform with significant resource and marketing investment to promote our purpose online and supported by extensive marketing and communications programs offline. Our brand values are trustworthy, inclusive, transparency, accountability and accessibility, and is synonymous with quality and integrity.

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

- **Instant exposure to targetted traffic-** your content is being promoted via sophisticated marketing programs online and offline to a targetted audience of wellness seekers and providers, ensuring web traffic and readership are qualified
- **Grow your personal brand following & increase sharing-** if there are additional shares of your content, there is an opportunity to grow your following with qualified leads to your products and services
- **Expand your personal network-** connect with other people in your industry, and open up new opportunities for collaboration and growth
- **Develop your online authority-** increase your digital footprint to improve SEO around you and your business

- **Grow brand awareness-** getting more exposure means more users know about you and you can share your message to a broader reach of audience
- **Generate qualified leads-** if you can provide informative content that resonates it could lead to new business and clients.

## SoulAdvisor Editorial Process & Responsibilities

**SoulAdvisor guest contributors provide articles that:**

- Offer quality content with the SoulAdvisor community in mind, and aligned to one of the specific wellness categories
- Are written by experts in their field, or someone who has researched the topic thoroughly enough for the article
- Are part of the health and wellness community, with legitimate credentials and practitioner licences.

**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
- All articles are to be professionally proofread prior to submission
- SoulAdvisor reserves the right to edit all material accepted for publication
- Articles are to be 300-500 words in length, submitted as a Word document
- 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 such as Facebook, Instagram, Twitter, email and newsletters etc.
- We provide up to three (3) internal links within our site to author profiles, however do not link to external sites unless specifically required to comply with copyright laws.

## Submission Process & Timing

- Please email all submissions to [connect@souladvisor.com](mailto:connect@souladvisor.com) with subject title “Article Submission – Your Name”
- SoulAdvisor will contact you via email if your submission has been approved and when you can expect your work to be published
- SoulAdvisor will send you a final draft of the revised work intended for publication.



## Style Guide Notes

The following notes have been created to support contributors as well as to ensure brand consistency for the SoulAdvisor community.

### Tone

- The tone of the site is professional yet engaging, credible, interesting and relevant. SoulAdvisor offers expert advice, and personal experiences always with the reader in 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

- The structure of your article has a tremendous impact on its readability for the audience as well as how it ranks in SEO

The attached article "How to Write a Quality Online Article" is less than a 5 minute read and is a practical guide on how to achieve both. You can access the article [here](#)

- Give sub-headings 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 our 'Your Sanctuary' [blog](#) for examples of articles by category. Please note the biography format for the author at the end of each and references to sources.

## References & Copyright Responsibilities

- 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
- Our editors are entitled to develop, alter, edit, and proof the content, usage, format, capitalization, 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. 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.

### **Important – please read**

**If you violate any of the outlined terms, or we receive an inquiry or complaint about your article, by your submission, you agree that you are fully responsible, and you agree to indemnify and hold harmless SoulAdvisor for all resulting claims and liabilities.**



## Copyright

- 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

- 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.

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 Team**