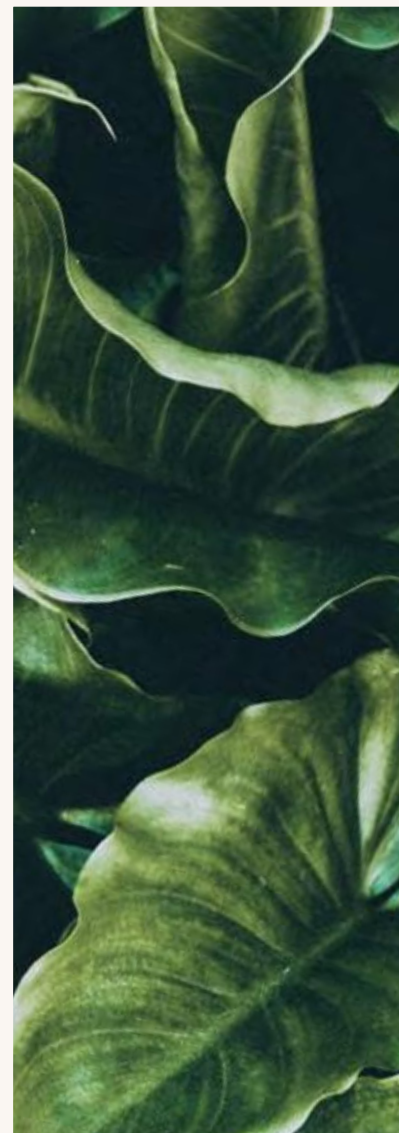


WISe Wellness Guild

# Partner Content Submission Guidelines



# A Quick Introduction -

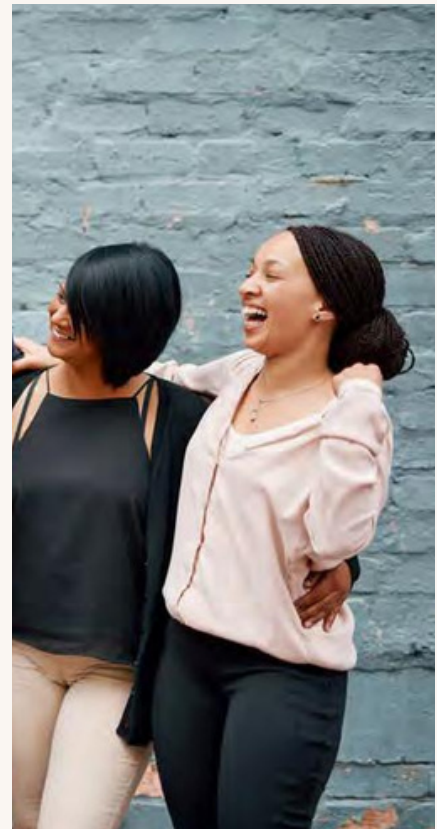
Thank you for your partnership with WISe Wellness Guild! Business owners, content creators and corporate partners alike have the opportunity to be featured to our diverse and engaged audience. You all are thought leaders in your respective industries, and we are so excited for you all to shine through your content and reach thousands of women in our community.

You may submit as much content as you would like to be considered per month, but we reserve the right to not publish any of the content submitted.

Content, excluding events, should be related to the monthly themes that are listed on the next page. You will be notified in advance if we will be publishing your content.

All content to be considered for the following month should be submitted by the 15th of each month.

Included are guidelines to assist you through the Partner Content Intake Form found [here](#).



# Blog Post -

Blog posts will be shared on the WISe Marketplace, in social media, and in our email newsletter. The purpose of the blog is to provide compelling information around your area of expertise and motivate the audience to want to learn more.

Post Guidelines:

- There is no length requirement, but we recommend around 300-1500 words.
- Your post should be relevant to the monthly theme – see themes in the [Business Member Hub](#).
- Your post should be useful to the readers of the blog. We cater to ALL in search of whole-self wellness.
- Your post should be grammatically correct and well written. Proofread before submitting.
- Attribute quotes and paraphrased info with links to sources.
- Use short paragraphs, subheadings, and/or bullet lists to break up your article.
- You can include an image if you would like (we will include one if you don ' t).
- Images provided should go with your blog post.
- Images need to be attributed (provide image source).
- Upload images in JPEG or PNG format.
- If you submit a stock photo, be sure it ' s royalty free and is able to be shared.
- Consider topics such as – Top Lists, Expert Tips, Inspirational/Personal Story, Insider or Behind-the-Scenes Looks, Trending Topics or Seasons, How are you Doing Things Differently or Making a Difference.

See tips, templates, and resources from [HubSpot](#) on how to write a good blog post.

Check out the WISe Words of Wisdom blog [here](#)



# Video Blog (2-10min) + written summary -

Have expert tips or insights to share and prefer speaking to your audience? Submit a video blog and include a short written description of your video. We'll share your video on the WISE Marketplace, in social media, and on the WISE YouTube channel.

## Video Guidelines:

- We recommend a 2-10 minute video to communicate impactful bits of information from your expert perspective.
- Your video should be relevant to the monthly theme – you can find the themes in the [Business Member Hub](#).
- Your video should be useful to the readers of the blog. We cater to ALL in search of whole-self wellness.
- Introduce yourself at the beginning of your video and state what your video is about.
- Include a call to action (CTA) in your video directing viewers on how to follow up with you or learn more about your products or services. Ideally, viewers are directed to your shop on the WISE Marketplace.
- Include a written description of your video that can be included in a blog post, newsletter, or social media promotion.

Check out the WISE YouTube channel [here](#).



# Podcast -

Be a guest on the WISe Well Within 10 podcast. The podcast will be a pre-recorded Zoom interview that will be edited into a 10 minute episode. We are looking to provide high-level knowledge to our audience – how does your product or service affect women in search of whole self-wellness, and what steps they can take now if interested.

Portions of your interview will be used to create sizzle content in social media to promote the podcast. We ask that you provide talking points around your area of expertise.

Podcast Guidelines:

Submission ideas should be relevant to the monthly theme (see themes above), but not limited to.

- When submitting content, consider:
  - What do you do, who do you serve, how do you help people, why does this matter
  - What makes your product or service unique and how you make a difference
  - How are you doing things differently
  - Sharing a motivational or personal story
  - What impactful tips can you offer others in 10 minutes
  - Do you want to offer a gift/download/incentive for listeners?

Check out the WISe Well Within 10 podcast [here](#).



# Reels -

Collab with WISE on Instagram! Reels video content is a huge opportunity to gain impressions and traction on Instagram. This is a great way to show up as a thought leader, create engaging content, and tap into our audience.

Reels Guidelines:

- Can be up to 60 seconds long – shorter is better.
- Must be vertically shot
- Your video should be relevant or close to the monthly theme – see themes in the Business Member Hub.
- Avoid adding background music if unnecessary to the video as we can add trending music in the background to gain visibility
- Provide clear and well-lit video footage. Avoid adding filters.

Check out WISE on Instagram [@wise\\_wellness\\_guild](https://www.instagram.com/wise_wellness_guild).



# Do's and Dont's -

DO try to inspire, entertain, or educate. This provides value which will allow us to reach more people.

DO tap into your industry knowledge/expertise!

DO be direct. People's attention spans are shorter than ever.

DO provide insanely useful content. Always ask "How can my community benefit from this?"

DO use examples and anecdotes to clarify your points. People love relatable content, and sharing our own personal stories can often be a way to relate to people. This is also a great way to establish trust and credibility as an expert in your field.

DO use bullet points to break down content when possible. People love lists so use them.

DO tap into trending topics, concepts, etc.

DO tap into your knowledge - what do you know that others want to know? Can you teach something?

Provide five quick tips? Answer commonly asked questions?

DO grab attention in the first three seconds of your video with a hook, question, call to action, cliffhanger

DON'T try to cover too many topics at once.

DON'T be afraid to show your face! People want to see you!

DON'T spend all your time "learning" how to blog/vlog/podcast, etc instead of actually doing it!

DON'T close out the submission form if you are still working on it. The form will not save.

DON'T hesitate to reach out for any assistance!

For assistance with the form, ideas surrounding your content, or if you have any other questions, contact the WISe team at [hello@wisewellnessguild.com](mailto:hello@wisewellnessguild.com).

