

GUEST BLOG SUBMISSION GUIDELINES

Updated March 2021



BLOG SUBMISSION GUIDELINES

We welcome guest submissions to Hello Sunday Morning's weekly blog, and these contributions make up around 30-40% of the blogs we publish. Our typical blog is read by 2,000 people in the first week, and contributions can be accepted if they fit the guidelines below, cover a topic which we have not covered recently, are well written and are suitable for our audience

- We look for contributors who can write in an engaging style and present our readers with a new angle on some aspect of alcohol. These may be personal experiences, discussions on health matters related to alcohol, perspectives on the place of alcohol in society, or tips on finding a better relationship with alcohol.
- Hello Sunday Morning supports people who want to change their relationship with alcohol, and that can mean either cutting out all alcohol, or simply moderating their intake, depending on the person. We do not take a hardline position of abstinence-for-all, although we understand that for many of our followers, abstinence is their optimal relationship.
- We will not post blogs that are partisan, political or take a polarising stance on social issues.
- We cannot publish anything which might be taken as medical advice (other than common sense).
- If you make any bold claims please back them with a reputable and checkable citation.



- We cannot endorse any commercial enterprise or products through the blogs (so no indirect promotion of wellness clinics, addiction services, etc.).
- We confine our scope of discussion to issues around alcohol and avoid opinion on other drugs.
- Before you draft a blog for consideration, we encourage you to familiarise yourself with other published blogs on our blog page to give you an idea of the sort of subject areas and range of tones that are acceptable.
- If you are writing a personal story, make sure you write about your journey without implying how other people's journey should go. We simply want to hear your unique story. Be honest about it but focus on the change.
- We do not pay for content. We will occasionally (case-by-case) agree to add a link to your own website or Facebook page.

STYLE:

- Although some personal stories can be confronting and raw, Hello Sunday Morning blog articles should leave the reader inspired and hopeful.
- We need to maintain a reasonably high standard of literacy – too many errors make a piece unreadable and can't be used.
- We prefer to use profanities sparingly, if at all, and only when the context is appropriate.
- Word count: At least 800 words. Most recent blogs have been 800-1100 words.
- Please submit only fully original work – the blog content should not be copied from existing published work.





EDITING AND PUBLISHING PROCESS:

- We reserve the right to exercise our editorial judgement in deciding what to publish. About 40% of blogs we receive are suitable, and one-quarter of those that are suitable require some re-writing by the author.
- A professional editor will edit the blog prior to publishing. If that process has significantly affected the content or altered your 'voice' significantly we will get back to you and agree the changes needed to better fit these guidelines before we publish.
- You have the choice of signing the blog with your name, a pseudonym or 'Anon'.
- If the story is a personal one, it's good to have an accompanying photograph if you feel comfortable supplying a usable and suitable one. We can still publish without one, but it works better with a face.
- Photo specs: a good resolution (min. 600MB, 1600px width), preferably landscape, no rude content.
- By providing us with your copy and photograph you confirm that both the written story and the photograph were created by you as original works and indemnify and release us from any copyright obligations to you or anyone else. If you provide us with a photograph taken by someone else, we will send you a form for your photographer to give us consent to use the photo with your blog.
- Once published, please share the blog post through your own network or social media platforms to increase awareness of Hello Sunday Morning and our resources.



TIPS ON WRITING A PERSONAL STORY:

At Hello Sunday Morning we believe that sharing your stories can help other people who are on the same journey. Personal stories make up almost half of our blog content and we'd love to hear yours. Here's a few tips on how to write an effective personal story.

- **Decide on a theme.**
There are many aspects that contributed to your decision to change your relationship with alcohol. It can get overwhelming to decide on where to start telling our story. Our suggestion is to focus on one aspect and use it as a theme. Example of a theme could be: Alcohol used to be a means to help me overcome social anxiety, now I choose to face my fear and be comfortable in my own skin; I have many day ones, but I choose to focus on my achievement than failures; how meditation helped me to quit alcohol.
- **Focus on the journey.**
Once we decide on a theme, we can begin by thinking about the structure of the personal story. Usually personal stories consist of the before, during (or the journey) and the after. We have found that the most inspiring stories usually focus on the journey itself. Our readers find it helpful to know that there are other people who also go through difficulties during the change to an alcohol-free lifestyle.
- **End on a positive note.**
Although we welcome authentic stories, we encourage you to end your story on a positive note. Think of your aim to inspire people to keep going.
- **Example of personal stories.**
Here are a few examples of stories that perform well. We encourage creativity, but ultimately, your story is uniquely yours; so treat these examples as inspirations, not a model to follow: [A Hundred Day Ones](#), [Am I an alcoholic?](#) and [It's never too late](#).

