

## WE ARE NEXT

### GUEST PRO EDITORIAL GUIDELINES

Thanks so much for agreeing to write a Guest Pro email for our subscribers! Here are the editorial guidelines to give you some guardrails for your piece.

- **Length:** ~ 500 words or less—a little bit over is okay.
- **Format:** Either [short essay](#) with bolded takeaway points, or [list form](#) if you have 3+ points. Your draft can be sent to [natalie@we-are-next.com](mailto:natalie@we-are-next.com) as a Word doc, Google Doc, or in the body of an email.
- **Tone:** Real talk, but reassuring. The goal isn't to add pressure/stress anyone out, but to equip readers with things that will make them more confident as they start their job search/career.
- **Images:** Include at least 2 images for 500 words (not including the Header), more if it's a listicle. Just include the images/link to images/GIFs you want to use.
- Keep it agency-agnostic. (We'll mention your agency in the intro.)
- We'll write a short intro that explains why you're an expert on the subject—if you could send specific points to include, that would be helpful.
- For the Header image at the top of the email, we like to include a photo of the Guest Pro contributor—however, the photo has to be cropped a certain way so the title doesn't cover you. Here's [Emily's for reference](#). If you send us an option, we'll see if it works.
- **Timing:** Totally up to you. We know you're busy, so send your draft when you're ready.

#### Delivery Checklist

- ☐ Draft in a Word doc, Google Doc, or body of an email sent to [natalie@we-are-next.com](mailto:natalie@we-are-next.com)
- ☐ Source links to any images or GIFs
- ☐ A few points you'd like us to include in the intro
- ☐ Photo of you for the Header image
- ☐ Username for any social media accounts where people can follow you