

The Successful Coach Magazine Submission Guidelines

Please follow these guidelines and use it as a checklist before you send us your submissions.

1. Use Australian English. (Example: “Organization” becomes “Organisation”).
2. For shorter pieces, please keep the word count up between 500 to 600 words.
3. For Featured pieces, please keep word count between 700 to 1500 words.
4. Original content: All submitted content must be yours, never been published before and exclusive to *The Successful Coach* magazine.
5. Reserve self-promotion in the article and limit it to your BIO. If your writing resonates with a reader, they will want to learn more about you in your BIO.
6. BIO: Please send us a high-resolution, good quality professional headshot + 2-3 sentence description about you.
7. Formatting:
 - a. Use bulleted lists, numbered lists, and section headings.
 - b. Articles must be submitted in a Word document.
 - c. If you submit your article as a pdf it will automatically be rejected.
 - d. Make the paragraphs appealing to read. Great big blocks of text are a turn off and will be skimmed over. Split large paragraphs into smaller sections.
 - e. Bullet points are a fantastic way to engage your reader in the most informative parts of your article.
 - f. If you have any great images that you would like us to consider using please attach them to your email when submitting.
 - g. No words are to be in ALL CAPITALS.
 - h. Limit the use of exclamations marks.
 - i. Short paragraphs: Limit your paragraphs to 3-4 sentences.
8. **Headline:** Your article headline plays a key role – it leads your reader to the very first sentence of your article. The job of the first sentence is to make them read the second sentence... and so on. Your headline, therefore, is the most important sentence you’ll ever write. So make sure it shines! For headline inspiration, please check the TCI blog [here](#).
9. **Story:** Instead of diving straight to the point, **always** open your article with a personal story that draws the reader in. You can also use a metaphor or a self-reflecting question as an opening.
10. **Be engaging:** Write as if you’re having a conversation with someone – stay away from “text-book” style contrived writing.
11. **Document:** Send in your draft as a MD Word file at 11 point Arial black font.

We reserve the right to edit your article as and when need be.

Submissions:

1. Please submit your articles by the 25th of each month to contact@internationalcoachguild.com with a subject line “Submission for The Successful Coach Magazine”.
2. Please note it may take us two to three weeks to respond with feedback.

Look forward to reading your articles!

Happy Writing.