

Contributor
Guidelines

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

BRANDABLE & Co.

We're on a mission to make business more human
because being human is good for business



WE ARE ON A SOCIAL MISSION

Brandable & Co. is a London-based brand strategy agency, with a global reach, and a passion for being human. With clients and projects in over 20 countries, we work with future leaders, current leaders, and some of the world's biggest organisations. We get excited about shaping personal brands, developing leaders and diversifying marketing strategies because, regardless of where people are on their journey, ordinary human beings are capable of extraordinary things and human-brands have the power to open doors, transform futures and create a positive and lasting impact for individuals, businesses and beyond. We're proud to have been awarded: Best Corporate Branding Agency UK · Business Excellence Awards 2020

The Brandable & Co. free resources are part of our social mission to ensure that everyone, regardless of circumstances, can access quality information that helps them to get started and drive their career forward in a more informed, aligned and strategic way.

Our free resources are grouped into three offerings:

- **Guides** - *Actionable content, knowledge, and expertise*
- **Blog** - *Insights, stories, and experience-informed content*
- **Support** - *Links to other resources*

We are interested in informative and easy to implement content on a wide range of topics that support people who are working on crafting and building their personal brand, including practical skills, visibility and positioning online, marketing, storytelling, careers, freelancing, confidence, networking and community, PR and more. Thank you for your interest in contributing. This guide will walk you through what we're looking for so you can see if we're a good fit.





OVERVIEW OF OUR FREE RESOURCES

- **THE BLOG**

We like to think of our blog as a public library without the rules! People can eat & drink, make as much noise as they like, and phones can always be kept on. We share thoughts, tips and experience that aligns with our message and we love to add human stories and wisdom to our virtual shelves. The main categories are:

- Personal brand
- Tools for growth
- Opportunities
- Leadership & careers
- Marketing

The sub-categories include: Confidence, Stories, Strategy, Positioning, Motivation, Tips and Resources

- **THE GUIDES**

In order to provide #humanbrand direction to many, we have produced (and are continuing to develop) a series of free Brandable & Co. Guides for people to download and work through at their own pace, in their own time. We are on a social mission to ensure that everyone (whatever their circumstances) can access information that will help them to craft a personal brand that opens the door to possibility so when we say free, we mean free (no catches, no email sign up and no sales funnels). To see the topics we've already covered visit the Guides page in the Resources section of our website.

- **THE SUPPORT**

In addition to our blog and guides, we've compiled a list of useful resources and helpful recommendations to make it as easy as possible for people to locate the community and support they need and get started on building their personal brand.

“When you learn, teach.
When you get, give.”

MAYA ANGELOU

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WHAT WE'RE LOOKING FOR

Our main goal is to give people access to digestible, quality content that adds value to their life and career. We want to provide the awareness, tools and wisdom that people need to get started. We certainly don't expect you to give away the content that you charge for in terms of what you do for work. What we're looking for from you is the fundamentals - it can be easy to forget just how valuable the basics are to those who don't share your knowledge and expertise.

We don't publish self-promotional pieces and press releases

...but we do share author bios, a link to a social media account or website and promote the content across our social channels. Often, people can only get so far before they seek out an expert and if you have provided value that helped them to get started, it's likely that you'll be at the top of their list when they do.

To ensure that our content rules, we have a few content rules!

- Put the audience first
- Keep it jargon free
- Make it timeless
- Less is more, avoid overwriting
- Swerve the self-promotion (we'll do that for you, across our social channels)
- Pay attention to grammar and spelling - we'll check all copy but please run a spellcheck before you hit send

Content length

Content may vary in length depending on the section that it falls under, but some basic guidelines apply:

- **Blog articles:** *Between 750 - 2000 words is the sweet spot*
- **Guides:** *Contributors should aim for 600 - 1000 words per guide (To give you an idea of what that looks like, these guidelines are around 750 words). If you have more to share, we can always run it as a 2- or 3-part series*
- **Support:** This page features links to useful resources so we only publish a short 25 word description in the listing

We love, love, love

- Practical tips, tasks and exercises
- Easy to understand, actionable content
- Sharing personal stories and experience
- Simplified (but not simple!) research. If you've been involved in a study or research project that you think would be of interest to our audience, we welcome content that explains the significance and relevance of the research and summarises its findings



WHAT NEXT?

Paying it forward

This is a pay it forward initiative and content is free so contributors are not paid. We will share and promote your content across our social channels and within our network, and we ask that our you do the same. Our goal is to give the content the best chance of reaching the people who need it most.

Editing

We reserve the right to edit content for style, format, and length requirements.

Submissions

Content, articles and pitches should be attached to an email as a Google or Word document and sent to: theteam@brandableandco.com

Don't forget to send us the following

- Your bio (up to 75 words for blog posts and 250 words for the guides)
- Your social media handles
- Your website or blog URL
- A high resolution photo of you (only applicable if you're sending us content for one of the guides)

Thank you for your interest and if you have any questions, please get in touch.

“What we have done for ourselves dies with us. What we have done for others and the world remains and lives on”

#PAYITFORWARD



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