

## Contributor Submission Guidelines & Policy

We are thrilled you have decided to contribute to The Naked Label! The goal of this Submission Guidelines and Policy document is to help you get your article published on our site. Yahoo! We really want to help you gain more exposure and get your voice heard. Following these basic steps will help save you time and make your article shine.

### Products Undressed Article Guidelines

If you have chosen to write an article in the category "Products Undressed" follow these guidelines.

1. **Length:** Approximately 800-2000 words. If it's a lot less than 800 words there often isn't enough content. If there is much more than 2000 words the article often becomes long and cumbersome. There are exceptions to this depending on the product/topic you choose but use this as a guideline.
2. **Story:** One of the elements that makes The Naked Label unique is our ability to find and tell the "big story". Instead of just listing the ingredients in a product and indicating whether they are healthy or not, we look for the story that catches peoples attention. Once you have chosen which product you want to undress look for the "big story" and that will be the theme for your article. The juicier the better and the more attention your article will get! Some examples from articles on our site include:
  - a. *Special K markets itself as being helpful for weight loss because it is low in fat but its ingredients actually make us gain weight.* Read the article here: <http://thenakedlabel.com/blog/2015/02/05/special-k-cereal-healthy-marketing-hype/>
  - b. *Not-from-concentrate orange juice companies claim there is only juice from oranges in the carton but that is a lie! They also include flavor packs. Unfortunately the government doesn't require these companies to include that on the label.* Read the article (watch the video) here: <http://thenakedlabel.com/blog/2014/03/25/not-from-concentrate-orange-juice/>
3. **Tone of Voice:** Our readers are not health experts! It's important that you write in a conversational way that is easy to understand and not too scientific. It's important to find the balance between giving them fabulous information without overwhelming them. It should sound fun and playful. Don't be too absolute with your language (instead use words like "could", "may", "possibly", etc). Don't be too negative. The goal is not to tell people what to do but instead give them information and opinions that educate them so they can make the right choice for them.

4. **Language:** These are phrases we use a lot at The Naked Label. Try to incorporate the brand language in your article.
  - a. Let's undress this...
  - b. See if it looks good naked...
  - c. This is not a product (or this is a product) that looks good naked.
  - d. Strip it down to see if it....
  - e. Proud to bare it all.
  
5. **Sourcing:** It's important that you have credible sources for any statistics, or health/ingredient claims you are making in your article. Please include links (or other source information) to any of these claims when submitting your article. If you mention a statistic or a study in your piece, please include a link to that source.
  
6. **Format:**
  - a. The article should start with an introduction that is conversational and introduces why you have chosen to undress this particular product and also introduces the "big story".
  - b. Next you "undress the product to see if it looks good naked" by listing the product ingredients.
  - c. Then you choose a few ingredients to undress. The ingredients you choose should relate to your "big story".
  - d. Then conclude giving your overall opinion about the product in light of what the undressing uncovered.
  
7. **Title/Subtitles:** The title should tie into your "big story". This is the reason someone would open the article and read it. It has to catch their attention. Include relevant subtitles throughout the article to break up the text and make it easier to read.
  
8. **KEEP IT SIMPLE:** You may have pages and pages to say about a specific product but our readers don't have time to read it! Find the story, tell the story, and leave the rest alone. Our articles don't go into every detail about a product, they just undress the juicy nugget that will ideally convince the reader to either eat the product, or leave it on the shelf.

## Recipe Submission Guidelines

If you have chosen to write an article in the category "Recipes" follow these guidelines.

1. Provide an introductory description for your recipe. The description should be written like a conversational story. It should help the reader connect to you and the recipe. In this description you can include information about how you created the recipe, why you created it, why you love it so much, how it benefits someone's health, etc. **This introductory description should be at least 100 words.**

2. Ingredients should be written in lower case (e.g. 1 cup sunflower seeds)
3. Ingredient amounts should be listed as tsp, tbsp, cup, etc (using all lower case).
4. Directions should be provided in a numbered bullet point list format not as one long paragraph.
5. Please be as specific as possible in the directions but not too wordy.
6. If you know the preparation time, cooking time, or serving size please submit that information as well.
7. **PHOTO SUBMISSION:** For recipes you must submit at least 1 high quality photo of your recipe. This needs to be a photo you own. Please follow the Photo Submission Guidelines below for details.

Here are some samples of recipes on The Naked Label to help get your creative juices flowing!

<http://thenakedlabel.com/blog/2014/05/19/avocado-party-salsa-recipe/>

<http://thenakedlabel.com/blog/2014/06/20/summer-tomato-tart/>

<http://thenakedlabel.com/blog/2014/05/28/goat-curry-mint-yogurt-dressing/>

## Photo Submission Guidelines

- Photos that you submit for your article or recipe must be original. Do not copy them from the Internet. That could get us all in trouble :-)
- A high quality photo is required for all recipe submissions. The photo you submit will be used as the main photo located at the upper left corner of the post. If you choose to submit a second photo of the recipe this will likely be used at the bottom of the article and needs to be "horizontal" not "vertical".
- A photo is not a requirement for Products Undressed articles, however, it is encouraged if you can make it happen. If not, let us know and we can likely help.

## Submission Policy Overview

By submitting your article/recipe you agree to the following:

- The Naked Label reserves the right to edit for content, length and readability.
- If the article is published on The Naked Label site we reserve the right to promote it as we see fit through channels such as social media, email marketing, partnership arrangements, etc. This is good for you :-)
- We are a little team with a lot on the go. If your post has been accepted we will do our best to post it within 2 weeks of submission. If it requires a lot of editing we may send it back with suggestions.
- We ask that "product undressed" posts submitted be unique and original to The Naked Label. If you have created something similar for your blog, please make sure it is not an exact replication.