

Blog Guidelines



Blogging Guidelines:

Moms In Motion Content Marketing Mission Statement

Whether it's about fitness & well-being, or a healthy (but tasty) recipe, an inspirational story, or an approach to being present and aware, we write to support, inspire and encourage Moms (at all stages of Motherhood) to move toward their highest potential! We build a sacred space that nurtures each of us to grow, learn, contribute and serve the greater good for ourselves and our world.

Thank you for your interest in blogging for Moms In Motion! We thrive on connecting with writers who can inspire others and help us fulfill our mission of reaching every mom, while simultaneously providing exposure to you on our platform! At this time, we are actively seeking guest submissions from new contributors. If you would like to be considered, send an email to blog@momsinmotion.com to let us know more about you and what you would like to cover for MIM.

WHY should I write for the MIM blog?

Blogging for MIM means that you share our vision to recharge, empower and support Moms worldwide. Moms In Motion hires, trains and supports local leaders to build Fitness Tribes for strong, healthy and confident Moms. Our Tribes form a sacred space that celebrates taking care of ourselves, and helping each other to do the same. Because each of us strives to evolve into the best version of ourselves, and be better moms, sisters, friends, partners, community members and human beings! And we understand that when we do this, we have a powerful

Blog Guidelines



ripple effect throughout our family, our community and our world! And that gets us fired up and out of bed even when we feel exhausted, alone and overwhelmed! Our Tribe helps us remain accountable and committed, while providing a sense of belonging within a fun group friends who share the same values and goals!

So that's what we are all about. And that is what we are looking for in our Blogs!

But this opportunity is also about you! We want this blog opportunity to help build your reputation, to fire you up, energize your work life, and expand your overall career! It's important to us that you also feel a sense of belonging within our entire Tribe. And that you gain exposure and credibility in your field, and that you have the potential to not only connect with our Leaders and Members, but with fellow bloggers. That all our bloggers help spread one another's blogs when they personally connect with an article or author. Because we believe in creating a blog community that is friendly and active, that collaborates with one another, that believes that we can do far more together than we could ever do alone, and that is ultimately committed to helping and supporting each other for the greater good of our planet!

How does MIM promote my post?

MIM will promote all posts via Twitter, LinkedIn, Facebook, and other relevant social platforms. All posts are also emailed to our subscribers as well.

There are a few ways you can help us, too, so that your post gets maximum exposure:

Blog Guidelines



- Tweet it out to your network. Feel free to mention @momsinmotion.
- Share it on Facebook and Google+ and tag MomsInMotionHQ
- Pin it on Pinterest.
- Share an update on LinkedIn from your personal profile home page.
- Respond to all comments to create conversation around your post. If you do, you'll gain some new fans, plus you'll automatically get alerted for future comments.

WHO is MIM's audience?

Our audience is comprised of both Leaders and Members.

Leaders - We hire, train and support Local Leaders to build Fitness Tribes in their communities. Anyone with a passion for helping moms can lead, including other moms, women and even men. With that said, **our target leaders are women, who desire to launch a new career in Fitness, or who are currently Fitness Trainers or in the Health & Wellness Industry and are interested in enhancing or expanding their current offerings through a MIM Tribe of members.**

Members - We serve Moms of all ages, abilities and stages, from non-moms through grandmoms.

What is the MIM voice?

Be your authentic self and aim for these characteristics:

- Authoritative but not pompous
- Serious but not taking ourselves too seriously

Blog Guidelines



- Approachable but not wandering
- Informative but not academic
- Quick-witted and relatable but not cheesy
- Entertaining but not inappropriate

How can I increase the likelihood that my post will be accepted?

Share at least one aha moment. Leave readers with:

- “Now I get it.” “I can’t wait to try that!”
- “That’s a new way to look at this. I have never thought about it that way . . . and it changes the way I will think about this going forward and how I might respond next time I am faced with that...”
- “Wow, here are three new things I want to try . . . and I understand exactly how to do them.” “This was so helpful! Thank you for sharing that tip!”

How to accomplish this:

- Start from a place of - “I really want to share something that will inspire, recharge and challenge my reader to evolve!”
- Have a clear point that is shared throughout your work.

Blog Guidelines



- Include specific step-by-step instructions on how to do something. How to take action to change! (We don't want our readers thinking, "That's a great idea, but how do I do it?" Right there, we may have lost them)
- Include screenshots/graphics/ to share our points in a way that words don't.
- Include examples, metrics and their sources.
- Re-read our intro. Can we cut a paragraph (or more) to get to the point more quickly?
- Use subheadings, bulleted lists, and bold fonts to highlight our key concepts and action items.
- Tell stories that connect with our heart! Be vulnerable and open. When we speak from our heart, from a place of honesty and truth, our reader's brain recognizes this as a safe place, an experience she can trust, and her brain will tell her to continue reading.
- If we share an authentic and vulnerable moment, a true story with real people, experiences with actual problems in common life situations, then mom will understand it, feel it and learn from it!
- Read our blog. Develop a sense of what we publish.
- Write for Moms. Address their needs, fears, challenges, burning questions, pain points.
- Have, and focus clearly on, a main message. Edit your intro so that the point of your post is crystal clear. (Your teachers weren't kidding about the value of a thesis sentence.)
- Be prescriptive. Don't just tell readers to do something. Explain *how*.
- Tell a story – like a journalist. Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, fitness events

Blog Guidelines



and experiences, women in fitness who are inspirational for Moms, problems you've solved, etc.

- Make it concrete. Give examples, details, metrics. Tell *and show*. Make it real. Deliver “aha” moments for readers who may be scratching their heads.
- Make it long enough to engage and enrich readers (and no longer): We don't have a word-count goal.
- Self-disclosure. Please disclose any relationships / partnerships you have when providing examples, technologies, etc. (e.g. if an example comes from a client or your company, indicate this in the post).
- Avoid or explain buzzwords. If you're talking tech, help people understand – in a non-scary way – what's possible and why they should care.
- Be thoughtful when including links. Posts with too many links back to your domain will look spammy and will be rejected.
- Self-promotion. Avoid promoting your tool or company in your post. Your author bio is a good place to do that.
- Use a friendly voice. Say *I*, ***we (this is our go to!)***, *you*. Use contractions as you would normally (*you'll*).
- Include high res images (PNG or JPGs) and/or video or infographic embed codes.
- Incorporate utility content. Share templates, checklists, step-by-step instructions.
- Give credit. Check your facts and quotations. Cite your sources.
- Let your heart show. Be true to you! Where appropriate, share your feelings!
- Steer clear of Politics and Religion.

Blog Guidelines



WHAT topics are we looking for?

In general, we are looking for posts around these categories – as they relate to Moms.

1. Fitness, Group fitness, Exercise and Expert Tips
2. Training for events such as 5k, Triathlon, Marathon, etc.
3. Motherhood (all stages, from thinking about becoming a Mom to Grandmother and beyond)
4. The Woman inside Mom (Mom isn't all I am)
5. Nutrition / Eating to reduce Inflammation / Blood Sugar & Energy Stabilization
6. Recipes (with step-by-step photos)
7. DIY (with photos)
8. Mindfulness & Awareness-Based Living Practices
 - Children/Family Play & Interaction Ideas
 - Parenting stories, advice from experts, strategies and insights (we're always up for a good tear-jerker or something to lighten the load and get us laughing)

What are we not interested in publishing?

Blog Guidelines



We are not interested in publishing fiction, individual reviews on divisive issues (including doctrinal or political issues), devotions or Bible studies, book or product reviews.

HOW do I submit a post to MIM?

We are accepting outside guest submissions at this time, however, if we've reached out to you, please submit your full draft in a Word doc (preferred) or Google doc format and the information below to blog@momsinmotion.com

- Your bio: Bio should be approximately 60 words and should include your Twitter handle, as well as any other relevant links you wish to display: your blog, LinkedIn profile, Facebook page, website URL, etc. This is a great place to include any promotional or gated links as we generally don't allow them in the body copy.
- Send your headshot.
- Supporting images, interactive content, or videos: Don't worry about the cover image, we'll take care of that. But here are tips on the other kinds of media you may want to include:

Images (PNG, JPG): Provide any high res images you would like to include within your Word doc. When saving your images, please provide a descriptive name (e.g. content-marketing-personas-image1)

Infographics, videos, and interactive content: Include the embed code for the infographic within your Word doc.

Blog Guidelines



Got questions you don't see answers to? Shoot us an email: blog@momsinmotion.com.

Category Specifics:

1. Fitness, Group fitness, Exercise and Expert Tips
 - a. Bodyweight Exercises including Yoga, Pilates, Strength Training, Core, Dynamic Warm Up, Mobility and Stretching Exercises that can be accomplished without equipment.
 - b. Benefits of Group Exercise
 - c. Tips and Strategies related to Fitness & Strength Training specifically for Women, Moms, Pre / Post Natal & Older Women
2. Training for endurance events such as 5k, Triathlon, Marathon, etc.
 - a. Race Day Preparation
 - b. Nutrition on race day
 - c. Nutrition during Training
 - d. Training Progression, Periodization, Recovery and Phases
 - e. Benefits of accomplishing a goal and completing a race/event
3. Motherhood
 - a. Strategies / Preparing for becoming a Mom
 - b. New Mom
 - c. Moms with toddlers

Blog Guidelines



- d. Moms of Teens
 - e. Empty Nesters
 - f. Grandmoms
 - g. Moms in all stages supporting each other
4. The Woman inside Mom
- a. Mom isn't all I am
 - b. Personal Stories of connecting with who I am
 - c. Empowering, Celebrating, and Recharging
 - d. Moving into my highest potential
5. Nutrition
- a. Whole Foods
 - b. Balancing Macronutrients with each meal & snack
 - c. Eating to reduce Inflammation
 - d. Stabilizing Blood Sugar
 - e. Sustaining our Energy
 - f. Eat Local
6. Recipes
- a. Balanced Macronutrient Meals with photos and ingredients
 - b. Easy, quick and healthy
 - c. Meals for whole family

Blog Guidelines



- d. Healthy Snacks
 - e. Packed Lunch Ideas / Recipes for our Kids
 - f. Grocery Lists to accompany recipes
7. DIY (with photos)
8. Mindfulness & Awareness-Based Living Practices
- a. Practical exercises and practices based on research and science
 - b. Observing and choosing where we put our energy and attention
 - c. Think, Feel, Act, Results
 - d. Empathy, Gratitude, Generosity & Compassion
9. Children/Family
- a. Play
 - b. Interaction
 - c. Connecting
 - d. Fun
 - e. Things the whole family can do together
10. Parenting
- a. Meaningful True Stories & Experiences that other parents can relate to
 - b. Expert advice on strategies for different age children
 - c. Parenting insights and honest moments of connection
 - d. Fun and Funny!