



YoungBiz UK

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www.youngbizuk.co.uk

Writer's Guidelines for Youngbizuk.co.uk

Mission: To provide entertaining and informative articles and reports that show UK young people how to prepare for careers, manage money, and think like entrepreneurs.

Readers: Our Teen Club readers are young people aged 12-18 who are interested in business, vocational training, money management and investing. The average reader is aged 14-16. Our Educator's Café readers are teachers and educationalists who use YoungBiz online resources as supplemental curriculum in classes on economics, business, citizenship and career exploration.

Contents/Themes: We focus on the topics of youth entrepreneurship, business, careers, personal finance, banking, investing and leadership. We are always looking for solid how-to advice on any topic related to starting a business, operating a business, or personal finance for ages 12-18. We are very interested in articles that include photos, graphs, resource lists, and/or suggestions for related research. Photos and quotes from real people are very important to every article.

Articles: YoungBiz editors will instruct the writer as to approximately how many words will be needed, however most articles are approximately 300-400 words. Sidebars pertaining to your article are important, and can add nice detail to the story and design of the layout. Quotes or reports from teenagers are top criteria for every article. Writing style should be snappy, upbeat, and down to earth. Paragraphs should be relatively short, though longer than typical one- or two-sentence newspaper paragraphs. Long sections of text should be broken up with lists, bullets, or quotes. Give enough information to inspire young people to try your ideas, but not so much information that they become overwhelmed with details. Above all, give practical how-to information and challenge readers to think! Remember your audience and write to that audience.

Articles assigned by YoungBiz are done so on "spec" or speculation. Acceptance of an article does not guarantee publication. The editors of YoungBiz reserve the right to edit stories submitted and to cut the story if decided that the story does not meet our needs/requirements. Every attempt will be made to respect the integrity of the writer's material. A kill fee of 35 percent of the agreed-upon fee will be paid if an assigned article is completed but is not published.

Code of Ethics: YoungBiz requires all articles that are submitted for publication to be accurate and original. We will not knowingly publish nor accept responsibility for material that plagiarizes or infringes on existing copyrights.

Writers are expected to avoid conflicts of interest. Writers should not attempt to enrich themselves or their associates through the promotion of any product or service mentioned in their articles, nor attempt to promote or foster specific political, religious or social tenets through their writings.

Advice to New Writers: Study our website and the articles posted there. Get a good feel for our style. Then try to write your article to fit our voice and style.

Submissions: Ninety-five percent of the articles published by YoungBiz are assigned according to a staff-developed editorial plan. We rarely accept unsolicited submissions. Freelance writers who wish to submit unsolicited articles should query the editor, including information on the proposed subject, a description of what the article will cover, and an indication of the style or format for the proposed article. Unsolicited manuscripts will not be returned.

To submit an idea for an article or to be placed on our list of freelance writers, please send a CV, a brief writer's bio and two recently published clips to YBeditor@youngbizuk.co.uk. Once a proposed submission is approved or an article is assigned to you, the completed story/article should be sent to YBeditor@youngbizuk.co.uk by email in *Word* format (following the YoungBiz Style Guidelines.)

Photographs/Art Work: Writers are responsible for requesting photos that coincide with an assigned or accepted story. Please ask those being interviewed to send all photographs/art work in electronic format to YBeditor@youngbizuk.co.uk. High resolution JPEG files are preferred.

Deadlines: When you are assigned an article, you will be given a due date for the first draft. Many times, we also provide writers with contact names/info on people to be interviewed for the article. It is important to make contact with the prospective interviewees as soon as you receive the assignment, so that you are sure to have the article completed by the deadline.

Contacts: If you interview other subjects besides the ones provided by the YoungBiz editor, please include a list of the names and phone numbers of those mentioned and/or interviewed in the article for fact-checking purposes. Also include all URLs for any research information you gleaned on the Internet.

Payment: We purchase all rights to the final text of assigned articles that are published by YoungBiz. However, if the writer would like to use his/her research to write other non-competing articles, that is the writer's prerogative. We expect all writers to observe the accepted professional practice of not writing a similar article for a competing publication or website on the same topic within six months.

We usually pay within 30 days of publication and receipt of the writer's invoice at a rate of 15p to 30p per word, depending on the final word count, the complexity of the article and the writer's experience/credentials. For student writers, we pay 5p to 10p per word. If an article requires

extensive editing and the writer is unable or unwilling to do the necessary editing, we reserve the right to reduce the rate of pay for the article to offset expenses to hire someone to complete the edits. We reimburse writers for approved expenses necessary to prepare the story, including long-distance phone calls, postage and film developing.

After the editor notifies you of your final word count on your article, your invoice for the article should be emailed to YBeditor@youngbizuk.co.uk.

Thank you for your interest in writing for YoungBiz!!