



Women's Health Interactive Writer's Brief

By: Chris Fernandez – CEO

Introduction:

Women's Health Interactive (WHI) tackles difficult to-talk-about or potentially embarrassing subjects head on with open, honest and fearless conversations about sex, sexual health, and relationships.

We do this a few different ways:

- Through full-length, or shorter "Knowledge Base" articles
- Through product reviews and how-to-guides
- Through our forum

We are a sex-positive, inclusive organization that takes immense pride in fostering a community of people that are impact-driven.

The Opportunity:

In order to continue executing this vision, we are looking for amazingly passionate writers to share their expertise, life experiences, interests, and willingness to help others, in the form of

engaging, well-written, trustworthy, thoughtful and approachable content.

We're growing FAST and want some great people to join us that are looking for long-term opportunity.

We're looking for someone that:

- Loves sharing stories and connecting with an audience
- Is passionate about creating deeply meaningful content
- Has a unique voice and personality
- Can express complex topics in simple, engrossing ways
- Wants to contribute to a larger community
- Cares about mission irrespective of compensation
- Doesn't shy away from a challenge
- Thrives on deadlines and loves constructive feedback
- Enjoys research and sourcing quotes, or learning how
- Is up for trying products for reviews
- Cares about relevancy and medical accuracy
- Learns quickly, is adaptable, does whatever it takes
- Loves talking about sex, sexual health and relationships
- Has experience writing about these topics and/or a journalistic bent

The Logistics:

In order to create the very best experience possible for our readers, content will be crafted in a specific way that resonates with our audience and stands the test of time.

Here's how this will work:

- You will be writing mostly about sex, sexuality, and sexual health topics, with some content overlapping sex and relationships.
- You'll be writing very detailed articles (sometimes long ones) that will convey complex or potentially emotionally charged topics, ideas or subject matter in an approachable manner,

through empathy, compassion, humor and expertise – as if the person reading the content were talking to a knowledgeable friend they trust.

- You also will be researching and writing unbiased product review articles, whether for a single product or a group of products. For single-product reviews, you will get a chance to personally use the product beforehand.
- Topics will be assigned based on our editorial calendar and specific content hubs we're currently working on. We do, however, encourage ideas from our writers to help us find niche topics or angles to cover – perhaps ones you're uniquely qualified for.
- You will be writing content in an unbiased manner when appropriate. While you can be passionate about a topic, you should also strive for journalistic integrity and not to further your own agenda – unless it is an article written about a personal experience where there is a natural bias implied and intended.
- You will write in a unique “voice” and style, that is punchy and engaging.
- You will be utilizing thorough research to confirm elements of your writing for complete accuracy using studies, citations, Help A Reporter Out (HARO), or other sources to get unique quotes, personal anecdotes, and insights from experts or those directly involved with the topic. If this is new to you, we'll teach you how to properly source and research topics for journalistic integrity.
- You will be following a **detailed** content brief and Style Guide to help you craft the most useful articles.
- You can commit to writing at least 1 long-form article or product review per month (4000+ words), or 2-3 shorter articles or product reviews per month (~500 - 2000 words each).

- We adhere to a strict editorial process. This means that you'll often get constructive feedback to help your writing be the best that it can be. In turn, you never take constructive feedback or editing requests personally.
- We have firm deadlines and don't tolerate late work.
- There will be a ONE-article trial period to ensure that your writing style fits what we are looking for, and we can foster a great working relationship.
- If your writing style or our working relationship aren't the right fit, we will compensate you for your time and move in a different direction amicably.
- Great writing takes time, planning and forethought – as well as inspiration, passion and excitement. As such, you are committed to ensuring your content is a complete success and are prepared to do whatever it takes to see the vision come to fruition.
- We require all our writers to chime in on our forums and help us grow and foster our community, in addition to answering media or outreach requests that we'll occasionally send you. Any time spent in this manner will be fully compensated.
- Our preference is to display an author's real name on all published articles, or if you use one, a "branded" pseudonym – we love creating a personal connection with our readers. However, if you wish to remain anonymous, you can use a pseudonym.
- We will teach you anything you do not know, so take a deep breath if any of this seems daunting. All we really care about is that you are passionate about these topics, can't wait to get started, and are reliable, resilient and diligent.

- We require live content examples you can proudly point to as a resume to help us get to know you, your writing style and qualifications.

What Does Writing For Us Look Like:

Now that we've laid out this amazing opportunity and some of the logistics that come with it, we'd like to point you to some examples of the type of content you'll be expected to produce.

Simply visit our website at:

<https://www.womens-health.com>

read a few articles, and take a few moments to deeply understand the level of content we're looking for to ensure you're willing and able to meet our current editorial requirements.

The Compensation:

I put this section last for a reason – I don't want anyone writing for us who is solely focused on getting paid.

While I deeply understand that compensation IS important – and a consideration for applying to this role – our experience has shown that writers simply looking to fill out their monthly quota or reach a certain compensation level to earn a living, don't do well with our editorial process or stylistic requirements long-term.

Ultimately, that's what we're looking for: those wanting a long-term writing position that allows them immense growth and opportunity in a quickly expanding and dynamic organization.

LET ME BE CLEAR:

- **This opportunity is NOT intended for everyone**

Oftentimes potential writers get very excited about the compensation, or other aspects of this position without fully grasping or

understanding the undertaking of this endeavor, and wind up quitting after 1-2 articles with us.

We don't want that, and know that you don't want that either.

So please read through this brief carefully and be honest with yourself and what you are looking for as a writer or freelancer at this stage of your career.

- **This opportunity might NOT be right for YOU**

We are not a content mill and do not aspire to be one.

If you just want to sit down at your computer a couple of hours a week, churn out a few thousand words, call it a day and wait for your paycheck, close this now and move on.

While this is a brilliant opportunity for someone to grow, learn and become a part of something larger than themselves, it might not be for you.

If you:

- Skipped to this section
- Are under the gun financially
- Don't believe in the mission we are fostering
- Are used to working on content and churning it out quickly without an outline, planning, editing or feedback
- Are not passionate about what we do, or aren't super excited about writing about SEX, SEX TOYS, SEXUAL HEALTH and personally reviewing sex toys and related products.
- Don't take constructive feedback or editing well
- Or any other reason that will lead to inevitable conflict and resentment

→ Please do **NOT** submit your information for consideration!

While the pay structure below is well above industry averages for word count and authorship, we don't want anyone committing to this project just for the money.

High quality content is of the utmost importance to us, and oftentimes when one takes on a project solely for the pay, their performance inevitably suffers.

We want you to be PULLED to write for WHI, not PUSHED to do it.

Here are the compensation details:

- **Pay structure:** Our compensation structure varies by article length and article type.

We will assign an article to you based upon our current editorial needs and your level of expertise, knowledge of a certain topic, and tenure. The more you write for us and build trust and rapport, the more articles you can take on of various lengths.

Here's a quick run-down of the base pay per article type (Note: we sometimes create hybrids of each type):

- Knowledge Base (KB) (~500 words): **\$50**
- Single Product Review (Tier 2) (~1000 words + you keep the product you are reviewing): **\$75**
- Knowledge Base Plus (KB+) (1000-2000+ words): **\$200**
- Full Length Article (2000-5000+ words): **\$400**
- Multiple Product Review (Tier 1) (1500-2000+ words): **\$300** for the first, **\$200** thereafter

We believe in compensating you fairly for the work you do, and if you do a little bit of your own research, you will see that the above compensation is WELL above industry norms and averages.

In exchange however, we expect the very best content.

Simple rule of thumb?

If you wouldn't share your own article with everyone you knew, it's probably not good enough for our vision and editorial standards.

- **1099/W-8 status:** We will be paying you as an independent contractor AFTER we pay for your first "trial" article to make sure you are a good fit for ongoing work.

You will be responsible for your own taxes and reporting of this income on your income taxes.

This also means that we'll need to know your real name, address and social security number for reporting purposes.

You do NOT have to divulge that information (your real name) to our audience or other fellow writers, moderators and admins, it will be kept confidential between us if you wish to remain anonymous.

- **Invoicing:** You will invoice us once your article has been through our final editing and medical review process and approved by our editor-in-chief as finalized. We'll usually pay you within 24 hours.
- **Payment:** Payment are made through PayPal or Venmo.

Next Steps:

If you're as excited for this opportunity as I am to present it, then the next steps to ensure you'll be a good fit are to:

- Send us an email to: [Writer\[a\]Womens-Health.com](mailto:Writer[a]Womens-Health.com) (substitute the [a] with the @ symbol) with the subject line:

WHI – Writer Interest

- Send us what you think are the very best samples of your writing that match what we are looking for published on the internet, with direct links to the published article.

- List 5 topics/subjects that you could write extensively about immediately that you feel would resonate with our audience. Then briefly explain how you would write about them to differentiate your article from anything that already exists in Google's search results for top pages with similar topics.
- The format of your email should be look like the following example (short intro, writing samples (all hyperlinked), 5 ideas, contact information).

Note that this is a SAMPLE only. No information within this sample is necessarily what we are looking for, only the FORMAT for the information you should send us to allow for quick scanning. Any emails not sent in this format will not be considered.

→ **Writer introduction** (Your personal note to us)

→ **Writing Samples:**

- My Journey of a Thousand Miles Began With 12 Steps Down The Aisle
- The 5 Best Nipple Clamps I've Ever Tried
- Can a 'Sleep Divorce' Ultimately Save Your Marriage?
- Sexual Fluidity and the Importance of Being True to Yourself
- A Night to Remember: Why I'll Never Fly in a Private Jet Again
- Skydiving – Letting Go of Fear and Finding Joy in Uncertainty
- Why I Love Analingus + 5 Ways To Make It Feel Great

Other Works:

- Web Series Pilot (Writer, Co-Director, Editor, Producer and Actor)
- Podcast Sample on Multicultural Love

→ **Topic Ideas:**

1. **Can using a vibrator affect sexual sensitivity?** This is a topic that many people wonder about but that also has a lot of rumors surrounding it. Do vibrators actually cause desensitization and can you use one too much?
2. **Problems with big boobs.** A personal story how large breasts are not all they're cracked up to be, with a focus on the physical, emotional, and mental ramifications that women may face thanks to their sizable racks. Ideally, I'd talk about my own story but also share commentary from real women about their own experiences.

3. **Online dating advice for real women who are seeking results.** The online dating scene often feels like a minefield. I'd explore what it's like to use a dating app (including talking with other women who have or are currently using them), offer advice and tips for making a great (and honest) profile, and provide guidance for navigating the world of online dating.
4. **What is sex after having a baby really like and can your sex life be better than before?** Speaking from experience, having sex after having a baby can be a terrifying prospect. Surprisingly, a woman's sex life can improve after having a child. I would explore the prospect of sex from women's and men's perspectives, offering advice and guidance about how to re-introduce sex after childbirth.
5. **Why is my period late?** A woman's period can be late for a number of reasons and they're not all related to possible pregnancy. I'd explore the many different causes of a woman's period being late to put other women's minds at ease.

→ Other notes or information (Anything else you think we should know)

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Writer name

Contact information

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- Due to the volume of inquiries received we can't personally reply to everyone. If we like what was submitted, we'll get back to you within 24-48 hours with next steps for moving forward.

Thank you so much for taking the time. I cannot express how excited I am for this journey and what we're about to create!

Chris

Handwritten signature of Chris F. in cursive script.