

Standard Operating Procedure (SOP) for Guest Contributing Authors (Effective May 2024)

Peak Speak Newsletter

Objective:

To establish guidelines and requirements for guest contributing authors, ensuring that content submitted to the Peak Speak Newsletter is of high quality, relevant, and consistent, catering to the needs of aspiring and emerging public speakers, coaches, and entrepreneurs.

1. Author Requirements:

- **Subscription & Promotion:**

- Authors must be subscribers to the Peak Speak Newsletter. If not already subscribed, please do so [here](#).
- After subscribing, email LordAlJensen@PeakSpeakNewsletter.com to request your unique affiliate link.
- Promote your published article using provided swipe copy tailored for emails, social media, and personal messaging platforms.
- Understand that rewards for promotion are non-monetary and detailed within the affiliate rewards documentation provided.

2. Content Guidelines:

- **Originality:** All articles must be original and not previously published.
- **Word Count:** Articles should be between 600 to 750 words.
- **Formatting:** Use Times New Roman or Arial, minimum 16 pt.
- **Images:** If applicable, submit in JPEG format, no larger than 800x800 pixels. Images must come with a license for exclusive use during the article's exclusive rights period.
- **Actionable Content:** Provide practical advice or steps that readers can directly apply.
- **Target Audience:** Content should be tailored for speakers, coaches, and entrepreneurs.
- **Segments:** Articles must align with one of the following newsletter segments:
 - **Tales That Triumph** (Storytelling)

- **Pro Speaking Profits** (Speaking Business)
- **Speechcraft Central** (General Speech)
- **Content Creators' Toolkit** (Collateral Content such as podcasting, book writing, etc.)
- **Grow on the Go** (Personal Development)
- **VoiceBox Sessions** (Featured Interviews, recorded for YouTube)
- **Booking Breakthroughs** (Strategies to Get Booked to Speak)
- **TechSavvy Speaker** (Tech Tools for Speakers)
- **Captivate & Connect** (Audience Engagement Techniques)
- **Frontier Finders** (Spotlight on Emerging Markets)
- **Stage Savvy** (Performance Techniques)
- **Zen Your Zone** (Mindfulness and Speaker Wellness)

3. Submission Process:

- Articles and any accompanying images should be submitted to lordaljensen@peakspeaknewsletter.com.
- Include your brief bio, contact information, and proposed affiliate offer details for preliminary approval.
- Clearly state the suggested segment from the provided list that best fits your article. This helps streamline the editorial process and ensures your content is aligned with the newsletter's structure.
- Submissions must be made a minimum of 14 days prior to the prospective publication date.

4. Rights and Permissions:

- **Exclusive Rights:** The newsletter retains exclusive rights to the content for 45 days post-publication, after which the author may republish their work elsewhere.
- **Copyright Ownership:** Copyright remains with the author, who grants the newsletter exclusive usage rights for 45 days from the publication date.

5. Review and Approval:

- Feedback on submissions will be provided within two weeks.

- Authors will have the opportunity to revise their submissions based on editor feedback.

6. Technical and Image Guidelines:

- **Font and Size:** Use Times New Roman or Arial, minimum size 16 pt. Avoid using emojis or non-text images within the article text.
- **Image Submission:** Images should be in JPEG format, no larger than 800x800 pixels, with a license for use during the article's exclusive rights period.

7. Promotional Guidelines:

- **Support:** Swipe copy for email, social media, and personal messaging will be provided.
- **Rewards:** Non-monetary affiliate rewards will be detailed in the affiliate rewards documentation.
- **Monitoring and Reporting:** Details regarding the monitoring and reporting of affiliate link usage will be included within the affiliate rewards information.

8. Publication:

- Approved articles will be scheduled for publication on an ongoing basis, as deemed relevant and of high quality.
- Content may also be featured on associated digital platforms, including social media.

9. Rights and Permissions:

- The newsletter reserves all rights to approve or reject any submitted content and offers based on their relevance and quality.