



Group Fitness Instructors United is open to your blog submissions! Your inspired content will be posted on the website and in GIFU social media channels. Below is a list of guidelines.

### **General Intention**

In your submission, please provide an *experience of teaching fitness for income (or... for trying to make income)*. Cater the text toward people who have never coached fitness as a profession. Do not assume that the reader knows that fitness instructors aren't paid to plan classes, for instance. Do not assume that your reader knows a fitness instructor must fund their own certificates. For example, if your submission includes a discussion of quitting your job please include information about the nature of your job and contract -- as we know, sometimes "quitting" a fitness gig isn't as sensical as leaving a traditional position.

### **Content Guidelines**

Regarding the actual story you tell and ideas you share: there's no rules! We'd love for you to submit anything that speaks to your heart and helps the world to understand the landscape of fitness instruction. As one of our beloved friends and colleagues, we encourage you to bring your whole self to the work. You can provide an experience for our audience which humanizes the fitness instruction experience. You're welcome to be personal, honest, funny, sad, all the emotions.

Overall, language should be inclusive, respectful, and compassionate. Remember: we want to change the system, not the people.

We'll work with you on the editing, which includes the content and the syntax. We may ask you to explain more about some ideas, or to completely delete edits. None of our edits are personal; our goal is to share your story in the smoothest, most comprehensive way possible.

### **Self Promotion**

If you choose to use your real name, you're absolutely welcome to promote your classes and website. Make this a final, separate paragraph. Be sure to share your social media channels. We will also use this information to tag you when the post goes live.

## **Style Guidelines**

- Indent the first word in every new paragraph
- Length is between 250 and 2,000 words
- You're welcome to use a pen name or your own name
- American English
- Embedded hyperlinks should be included for all online references
- You are empowered to name specific companies. Please be careful about naming other instructors, staff or managers. If you do think it's appropriate to name individuals, you must get written approval of their agreement to be named. And, ask them to approve your written work before submitting a first draft to GFIU
- Black text. Bold, italics, underline and strikethrough can be used
- Please attach any imagery if you have them and assign any photo credit
- Put periods between p.m. and a.m. It is 2 p.m. not 2:00 pm.
- Numbers under 10 are written in words. Over 10, numerical. For ages, use the number figure. (i.e., nine, eight, 10, 24)
- Titles of books, articles, poems and album names should be in quotation marks
- Put a space before and after long "em" dashes and ellipses ( — and ... )
- No comma before "and" in a series. ("Culture of fitness, wellness and community.")
- Include "www." before web addresses
- One space between sentences
- Single spaced paragraphs
- Do not capitalize seasons (spring... summer...)
- Do not capitalize titles before names (mayor John Smith; editor Lisa Marie; owner and chef Paul Wade)
- 6 feet 2 inches not 6'2
- No dash in "email"

## **Submission Guidelines**

- Send drafts to: [emilytonellistewart@gmail.com](mailto:emilytonellistewart@gmail.com)
- Submit as a .docx word document or share via Google Drive. No pdf's
- You will be notified of the date of your post being published. Please feel free to share and tag us on social media! @gfiunited
- We limit each instructor to 2 blog submissions

*We are so grateful for your time and effort. Your blog will help us to educate the general community about our work. And, you will signal to other instructors that they can speak up, too. Please email Emily if you have questions or concerns! [emilytonellistewart@gmail.com](mailto:emilytonellistewart@gmail.com)*