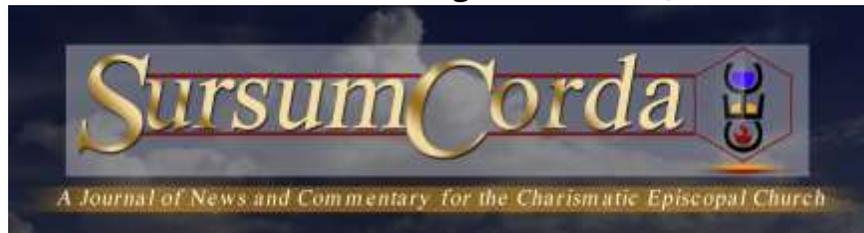


## ***Sursum Corda Publishing Guidelines, Jan 2019***



- **Read our blog.** Develop a sense of what we publish. Subscribe to our newsletter to get our most recent posts.
- **Include high res images (PNG or JPGs) and/or video.** Use an image that will cause people to click on your story. If you don't have one, you can include a public domain photo, or ask us to find and include one.
- **Write to everyone.** We are looking for articles to reach everyone, not just clergy. People who are not part of the ICCEC will be reading this.
- **Have, and hone, the main message.** Edit your intro so that the point of your articles is very clear. Have a short title that reader interested reader will click onto.
- **Be prescriptive.** Don't just tell readers to something. Explain *how or why* it happened.
- **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, problems you've solved, etc. Tell of successes.
- **Make it concrete.** Give examples, details, metrics. Tell *and show*. Make it real.
- **Make it long enough to engage and enrich readers (and no longer):** We don't have a word-count goal, but stories over 500 words tend not to be read.
- **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.** Some readers feel turned off by geekspeak/church speak. If you're talking church jargon, help people understand.
- **Be thoughtful when including links.** Posts with too many links back to your domain will look spammy and will be rejected.
- **Self-promotion.** Avoid self-promotion, instead, focus on the ministry and its effects.
- **Include Author bio.** No more than 25 words.
- **No fundraising.**
- **No email addresses in articles.** They can be copied and sold by spammers, we have software to prevent that, but articles can be shared we can't control that.
- **Use a friendly voice.** Say *I, we, you*. Use contractions as you would normally (*you'll*). Write as if talking with a friend.
- **Let your heart show.** Where appropriate, share your feelings!