

# ***Growing Wealth* Writers' Guidelines**

## **About *Growing Wealth***

*Growing Wealth* is a publication of Tellegenix Corporation, a company that supports anyone who wants to build his or her wealth beyond the boundaries of traditional growth products offered by banks. *Growing Wealth* offers readers information about entrepreneurial opportunities they may choose to pursue, especially in the financial arena and often in connection with independent sources of funding, and a variety of investment options in real estate. It also touches on issues related to personal financial planning. It is our goal to provide readers with all the information necessary to:

### — *Entrepreneurial Opportunities*

- Acquire any knowledge needed to become part of the industry they choose
- Develop a workable business plan for their entrepreneurial pursuit and fully implement that business plan
- Connect with the appropriate funding sources and service providers
- Determine the market they wish to service and learn all they can about that market
- Find and master the tools they will need to achieve their goals
- Understand the culture of their small business
- Learn about the careers and lifestyles of successful entrepreneurs

### — *Investment Opportunities*

- Examine and understand the variety of ways they can invest in real estate, such as rehabbing, developing rental properties, purchasing or investing in all types of commercial properties, purchasing privately held notes on real estate, dealing in mobile homes, investing in land parcels, etc.
- Identify the best investments for their individual circumstances with the least amount of risk
- Make the best use of their personal wealth to maximize its potential
- Access the best information available to enable them to make appropriate investment decisions
- Learn about the most successful investors
- Study the option of using retirement funds for investing

### — *Securities*

- Determine how to select the best investments

- Learn about derivatives, especially options, as an investment strategy
- Become familiar with the forex and commodities markets
- Learn what they need to know about investing online
- Determine what software products will assist them in risk-reduced investments.
- Become familiar with Internet-based information relevant to stock trading.

## ***Our audience***

Our readers cover a broad spectrum of people who are looking for ways to improve their financial positions. Some are currently employed in traditional jobs but are also working as consultants who can find alternative funding for businesses or individuals in need and earn fees for that services. Some are self-employed full-time as financial consultants in the alternative funding markets, and others are full-time in the area of real estate or some other self-employment venture. Others are looking for self-employment opportunities, including franchises that may require an initial investment on their part. Still others are online securities traders.

The real estate investors who read our publication are looking for opportunities that could result in substantial returns on their investments in real estate. They want to know everything there is to know about making their money work for them. They are not satisfied with the returns on investment offered by the traditional sources, including money market accounts and certificates of deposit.

The securities investors who read our publication are interested in trading online. They deal in stocks, options, foreign exchange, and/or commodities.

## ***Articles we use***

*Growing Wealth* covers four content areas. Those areas are:

- Real estate investment, which appeals to individuals interested in the broad spectrum of investing in real estate.
- Business opportunities, including all types of opportunities available from a variety of sources. We carefully avoid opportunities that have no track record and promise quick wealth with a minimum of effort — so-called get-rich-quick schemes. We are very interested in articles that debunk business opportunities where “too-good-to-be-true” promises are made. However, these articles must be well-researched and heavily documented.
- The cash flow industry, which appeals to those entrepreneurs working as consultants to businesses and individuals seeking alternatives sources of financing.
- Online securities trading.

We also present — and often feature — articles on personal financial planning that may result from the wealth generated through the reader's entrepreneurialism/ investments. Those articles include topics that assess financial options that could impact a reader negatively.

Finally, we are looking for interviews with key people in all of these areas of interest.

## ***Writing style***

We recognize that some of our writers are experts in their fields first and writers second. Our editorial staff is experienced in working with articles written by people who are not professional writers and will carefully and capably edit your copy to make it easy and enjoyable to read. In the process, should they have any questions whatsoever about what you mean, they will call you or e-mail you for clarification. In those cases of greatest concern, they will send you an edited copy of your article, but we do not make it a practice of letting every writer see his or her edited article before it goes to print.

We prefer a third-person perspective and encourage a positive tone. If you write about personal experience to exemplify the points you are making, please write in the third person.

If you are a professional writer, your style should be concise yet lively and entertaining. Avoid clichés, and use active voice.

For stylistic matters, follow the Associated Press Stylebook.

We have a three-tiered approach to length and payment. The tiers are:

**Level 1 Article** (750-1,500 words, basic feature, minimal research)    \$125 to \$200.

**Level 2 Article** (1000 – 2,500 words, special feature, average research)

\$250 - \$500

**Level 3 Article** (2,000 – 2,500 words, cover article or related feature, significant research, site visit, high level access)    \$500 - \$750

## ***Submitting queries and manuscripts***

Submit your queries electronically three months in advance of the publication date via the e-mail address provided below. If we decide that we might use your article, we will send you a request for manuscript, including your deadline, along with a standard publishing agreement for you to sign and return. We will pay you upon **acceptance of the manuscript for publication.** Although we fully expect to publish your article if we send you a contract, we retain the right to see the manuscript before final payment is made. We will try to give you an idea of which issue it will be published in, but we retain the right to schedule the article for a different publication if necessary.

## ***Aspects of a winning article***

Articles we look for:

- Have a strong “how-to” angle. When the topic is pertinent and the treatment is adequate, we’re very receptive to a how-to article.
- Critically assess products, software, hardware, or books that are related to the interests of our readers.
- Are related to any of the categories cited above under “Articles we use” or the subsequent impact aspects of those categories may have on personal finance. See the editorial calendar or article list for further guidance.
- Have a narrow focus. Unless a whole new subject is emerging or has been unreported in *Growing Wealth*, many topics are too broad to be covered in whole in one article. Narrow the angle to one aspect of the subject. Contact the editorial department if you need assistance.
- Professional writers who are not participants in the field (*e.g.*, are not real estate investors or financial consultants) should include anecdotes, quotes, and expert comments. Substantiate issues and conclusions with examples and quotes from experts in the field. Three sources should be cited; five are preferred, especially for feature-length articles. Examples and specific cases adding insight and clarity to the subject greatly increase the article’s value.
- If the article can be augmented with visuals, such as photographs, illustrations, and charts, they will have a better chance of being accepted for publication.

### ***Avoid proprietary materials***

*Growing Wealth* welcomes good articles that benefit our readers. We do, however, expect writers to provide balanced information. When writing about techniques and methods, include the negatives associated with using those techniques and methods as well as the positives. We do not accept articles that:

1. Promote services or products in which only one company or individual is cited
2. Are, in the judgment of the editorial staff, tantamount to an advertisement
3. Require approval by a third party, such as the writer’s employer

All publishing and payment arrangements, as well as the hiring of writing services and the determination of fees, will be made exclusively by *Growing Wealth*.

### ***Manuscript postscript***

Final manuscripts should be accompanied (when applicable) by:

- Information regarding illustrations or photo opportunities (if any)
- Contact information or reference information for sources used in the article (if any)
- A brief biography of the writer

## ***Presenting the manuscript***

Final manuscripts must be submitted in MS Word via e-mail. Charts and illustrations should be included as separate files in either EPS or TIF format.

## ***Rights and payment***

Prompt payment is made when the manuscript is *accepted for publication*. The current payment rate is cited above. You will be required to sign a publishing agreement, which we will send to you when your query is accepted and we have asked you to write the article. When you submit the article, you must indicate whether the article is appearing for the first time or as a reprint. Previously published articles that are revised may be acceptable, but you must specify what the revisions are. In general, ***Growing Wealth*** prefers not to publish articles that have been previously published elsewhere. When we receive the article, we will authorize payment.

Both the author's rights and ***Growing Wealth's*** rights are defined in the agreement.

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