

the
atalanta
woman

pointing entrepreneurs towards success
theatalantawoman.com



**Are you a speaker, coach, advisor, or entrepreneur with knowledge to share?
We are looking for you!**

The Atalanta Woman is a magazine aimed at sharing tips, information, and inspiration to the entrepreneurial woman across all aspects of her business. Atalanta, a Greek mythological character, was a strong, resourceful, intelligent woman who overcame many obstacles to become successful. She was a skilled huntress with a bow and arrow – her tools for success. The arrows in *The Atalanta Woman* quiver — Business Practices, Productivity, Sales & Marketing, Technology, and Lifestyle — point toward your business success.

We want you to:

- Share your expertise with our readers.
- Raise your profile as an authoritative voice in your industry, skill, and profession.
- Reach a diverse profile of knowledge-seeking business owners.

We are earnestly seeking contributing writers who can passionately put their hearts into writing and participate in our aim: *Pointing Entrepreneurs Toward Success*. A few suggested topics related to each arrow are:

- Productivity – organizing, calendaring, productivity tools, overcoming procrastination
- Sales and Marketing – networking, social media tips, closing sales, public speaking
- Technology – computer hardware and software tips, best apps, everything digital
- Business Practices – finances, legal, business structure, human resources
- Lifestyle – work/life balance, health, mindfulness, leadership

We're all about being practical and relevant. Our aim is for readers to experience one or two “aha” moments in each issue because of a helpful tip or inspiring illustration that points them toward success.

We all need support in our businesses. All content in our magazine is contributed by people who would like to share their knowledge while at the same time build their online profile. Every published article is accompanied by a short bio, photo, and contact information about the author to give the readers the opportunity to connect. At this point, there is no fee for being a contributor, creating a win-win platform to help us grow each other's business.

Submission Guidelines

- Articles must be the original work of the writer and if previously published elsewhere (including, but not limited to blogs, social media, and other print or electronic publications) the copyright must be owned by the author. All copyrights remain with the writer.

- Article word count should be between 300 to 500 words, unless otherwise negotiated with Managing Editor.
- Articles and titles are subject to review and copy editing by our in-house staff prior to publication, without final approval of or notification to the writer.
- Articles must not be commercial or promotional in nature.
- Articles submitted after the deadline for a particular issue will be considered for the following issue.
- Submit a hi-res (at least 300 dpi) jpg headshot.
- If your article is a good fit, we will get back to you in a timely manner. Submission of an article is not a guarantee that it will be published in *The Atalanta Woman*.

General Style Guide

Articles that do not adhere to these basic style requirements will be rejected.

- Submit articles in Word document, 12 point, Arial font, 1.5 space, with 1-inch page margins. Include writer's name and 50-word maximum bio. Include one web link for contact (i.e. website, social media page).
- Articles must adhere to standard English grammar, spelling, and punctuation.
- Include a single space following a period, colon, and semi-colon.
- Limit formatting to regular, bold, and italic text only.
- All sentences must represent a clear and complete thought or statement.
- Use proper punctuation to avoid run-on sentences.
- Include a title with each article submission.
- Up to three relevant links may be included. Writer should ensure that all links are up to date and accurate at the time of submission.
- For paragraph breaks, use an extra line space (not an indentation) at the beginning of a paragraph.
- Avoid complicated explanations and jargon.
- Use shorter words as opposed to longer words.
- Use the active tense/voice, not the passive. (Example: Passive - She wasn't surprised by the client. Active - The client surprised her.)
- Include attribution for the use of any quoted material, including lyrics, quotations, excerpts, data/statistics, and phrases.

Upcoming deadlines for the remainder of 2017 are June 4 for July issue, August 4 for September issue, and October 4 for November issue.

I look forward to hearing from you.

Debbie Kerr
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