



Brilliant Legal Mind

Guest Blog Post Submission Guidelines

- **Length:** 600 to 800 words is ideal for a blog post but that is not a rule.
- **Format:** A Word doc, Google sheet, or TXT file is fine, but PDF won't work. Please avoid indenting paragraphs because Wordpress doesn't like them. Paragraphs should not be too long; about 3-5 sentences is ideal. I try my best to catch typos but please do a spelling and grammar check before you submit because I don't see them. Use a font that I can read, but it really doesn't matter which one you choose because the standard font from the site will be used when I post your piece.
- **Substance and Tone:** Content is best when it comes from your heart and mind, but it must relate, even if loosely, to mindfulness, mental health, or wellness and appeal to lawyers and professionals. Stories, practical tools and tips are wonderful. Please avoid stuffy and formal language where possible and refrain from hot takes and polarizing opinions. Since the object of the blog is to offer resources and education for lawyers who want to lead happier and healthier lives, I will not post anything that I deem to be offensive, dehumanizing, or inconsistent with the mission of the blog.
- **Title:** Less than 60 characters if humanly possible. If you need help with the title, ask me for help because they can be tricky and it often helps to talk the issue out.
- **Bio:** A paragraph or less is sufficient but please let the audience know why your background positions you to write the piece you offer. You can include some external links and I prefer to have your social media handles so I can tag you when we push the post out.
- **Profile picture:** I need a good quality profile picture. Preferably the picture will match the tone of your piece.
- **Other images or content:** I prefer to include several images for each blog post. In general, I create them on Canva from quotes pulled from the piece. If you wish to identify the quotes that you think capture the piece best, that information would be helpful. Letting me know if you have a vision for colors or images that might convey the ideas is also helpful. You can also submit your own images but you must verify you have permission to reprint them in order to use them. Do not send me images that you find on the internet without an appropriate license. Finally, it is no problem to include links or embed other content, such as YouTube videos, to add more depth to your piece.
- **Submission:** Send to me via email at claire@claireparsons.com. Send any questions or concerns there as well.