

# How to Submit an Article to Ontario Wellness Network

By Shaelene McInnis



The Ontario Wellness Network is on a collective mission to make the world a better place. We hope you will join our mission!

We believe in supporting local businesses and building stronger communities by sharing information and resources.

We created the magazine you are reading now in order to allow local businesses like yours to share their message with our community. We personally hand-pick our contributors and we screen their articles to make sure they are providing interesting and relevant information.

Our main criteria for deciding who to include in each edition of the Ontario Wellness Network Magazine is very simple. To contribute articles, you must be:

1. A local business providing products, services, and/or jobs to residents of Ontario.
2. A local business who wants to improve the community you serve by sharing interesting and relevant information.
3. Willing to support other local businesses in Ontario.



We strive to keep our article submission process very simple too. We want it to be very easy for local businesses to contribute articles for inclusion in our magazine. Here is our five step Article Submission Process:

1. Visit our website:
2. Purchase an article submission
3. Submit your article through our portal
4. Review and approve your draft article
5. Share your article with others

<https://ontariowellnessnetwork.com/magazine>

The end result is a professionally designed digital magazine that you can share with potential clients. Your article will help potential clients decide if they want to work with you. And, if you are a fit, you can share the next step that they need to take in order to work with you.

### What to Include in your Article

The Ontario Wellness Network team are raving fans of Simon Sinek and his concept of the golden circles. Sinek teaches us that nobody cares about what we do or how we do it until they align with our greater why. We recommend that any article submitted for publication focus on the “why” of what you do.

Once you clearly state your why, you can go on to share your how and your what.

“Why” answers the question of purpose. It helps readers understand your cause and your beliefs. Why do you do what you do and why is that important to you?

“How” answers the question of process. Share the specific actions that you take with your clients in order to realize your “why.”

“What” answers the question of results delivered. The results you deliver to your clients are what you do. The “what” is the end result of your “why” and provides the tangible proof.

According to Sinek, most marketing starts with what and occasionally goes into how, rarely getting to why.

**Starting with “why” will have a deeper impact on your audience.**

We encourage the local businesses who submit articles to follow the *why-how-what* format for best results. We also encourage our contributors to share one of either three mistakes (and how to avoid them) potential clients should be avoiding or three tips to improve that area of a potential client's life. For example, if you are a realtor, you might share three mistakes potential clients make when buying or selling a home. Or, you might share three tips on how to get your offer accepted.

Basically, share the information that you have earned in your career. Any expert in any field should be able to list off three common mistakes or three common tips. Typically, I encounter many experts who do this naturally in an introductory meeting. Why not codify it and share it with our audience?

The end result is that you add value before the other party even decides to work with you. Assuming you have the expertise that you claim in your article, your perfect potential clients should be pursuing you.

## Frequently Asked Questions about Article Submission

### Why would I pay to participate and submit an article to Ontario Wellness Network?

We deliberately worded this question to use “would” not “should”, which is what we actually get asked the most. We personally do not believe we are in a position to tell anyone what they “should” be doing. We believe in serving those we are a perfect fit for, we will not try to convince someone who is not a perfect fit that they “should” work with us.

As for “would” you like to work with us, we can answer why others have chosen to work with us in the past. We have deliberately kept our costs to a minimum. We pass the efficiencies on to our local business partners. We want to deliver maximum value for minimum investment. This opens the door to a long and mutually beneficial relationship with our contributors. Our goal is to recover our production costs and pay our team fairly. The Ontario Wellness Network Digital Magazine is a networking and community-building tool first and foremost. You may wish to participate in our Digital Magazine if any of these apply to you:

1. You have a complex product or service that requires educating your potential clients before they work with you.
2. You believe that you can add value and grow your business.
3. Your business can benefit from referrals and introductions.
4. You would like to grow your business over time.
5. You want to meet our other contributors. We host an online networking group to bring our contributors together. Participation in our networking group is optional at your discretion. We do know with certainty that those who participate do best. Our networking group is complementary for our current and past contributors.

Please do not participate in our Digital Magazine if you are desperate to grow immediately. Growth through our Digital Magazine takes patience and time. It can take up to two months for you to start receiving referrals from our magazine. We do not want to cause you any hardship if you need a more immediate influx of great new clients.

### How do I contribute an article?

We have shared our five step Article Submission Process already. Follow the five steps and our system will guide you every step of the way.

### Why do I pay before I submit my article?

We treat every article submission with great care. We ask our clients to pay in advance as we start working on the article as soon as we can. We keep our costs down by collecting payment up front. And, since we don't have to follow up for payment, we can turn your articles around much quicker too.

### **What is my deadline for submitting an article?**

We commit to our clients that every complete and approved article that we receive by end of the day on the 15th of each month will be published in the month immediately following. For example, if you submit your completed and approved article at noon on February 15, we will publish your article in the March edition of the magazine.

### **Is there any incentive for submitting my article earlier in the month?**

We create and layout our magazines in the order in which we receive the articles. Submitting your article earlier in the month will give you priority placement in the publication. Articles received on the fifteenth will be published near the back of the magazine. Our research confirms that articles placed near the front of the magazine have a higher readership engagement than articles placed at the back of the magazine.

### **I don't consider myself a writer. Can you help me?**

First, you do not have to be a writer to submit an article for publication in our Digital Magazine. We offer a paid support option for those of you who need more help with the content creation. We can create a well-edited article that is entertaining and informational if you can provide a basic outline and talking points.

Second, we believe that most of you have the ability to write a short article. As we mentioned in our article, focus on solving problems for your potential clients. What challenges do they have that they need to solve before they can work with you? Solve one to three problems in an article and you will be their hero.

### **What if I need more help?**

We have a team of professional researchers, writers, and editors at our disposal. We can recommend the right help to suit your needs and budget. We know from past results that an experienced person can save you a lot of time, energy, and money. We take the guess-work out of the equation by guiding you to the right help.

### **How often can I contribute an article?**

We are in early stages of launching the Ontario Wellness Network. At this time, we are more interested in having great content than we are in setting boundaries. However, we do recommend that you contribute no more than one article per month. You will get more impact and reach more people if you consistently publish once per month.

## **How many people read the Ontario Wellness Network Digital Magazine?**

The Ontario Wellness Network Digital Magazine is literally in its infancy. We launched our first edition in February 2023. We will be tracking our distribution numbers on a go forward basis. We will point out that it is not how many people who read the magazine that matters, it is really about how many people reach out to you and become your clients.

You will get the best personal results from anyone you share the magazine with directly. The next best results will come from collaborating and connecting with other contributors.

But, if distribution matters, we have one distribution partner who will be sharing our Digital Magazine with at least 2,000 people in their community. We discourage people from participating in the magazine if they are relying purely on others to distribute the magazine.

As we stated in the article, the Ontario Wellness Network Digital Magazine is primarily a networking tool, designed to help you build relationships and community within your own networks.

## **My business is struggling. Can I contribute if I can't afford the investment?**

First, we want to re-iterate that we are not making any promises of quick results. We focus on slow and steady, which produces long term results. You may not be a fit for us (or us for you) if you are concerned about the cost.

Having said that, we do offer a scholarship program for local businesses that truly need help and can't afford to submit an article. Reach out to our team in confidence and we will find a solution that works for you.

## **Can I buy an Article Submission as a gift for another business?**

Believe it or not, we get this question on occasion. There are raving fans of a local business who want to find a way to show their appreciation. Contact our team and we will work out a gifting strategy based on your budget and their needs. We can help give a local business more exposure if they meet our criteria.

## **How can I benefit from being part of the Ontario Wellness Network?**

The single biggest benefit is adding value to your existing network. You can easily do this by sharing the magazine with those you regularly communicate with. We find that our partners who share other digital magazines with their networks are the first to benefit. The readership truly appreciate quality information that is also helpful.

## **What do I need to submit with my article?**

We ask our contributors to submit their article in Microsoft Word format. We need a copy of the article (under 1,000 words, please), the title of the article, your name as you want it to appear, and a high quality headshot.

How can I help spread Ontario Wellness Network's mission?

We ask our partners to share, share, and share.

The first share is to share within your own network.

The second share is to become an Ambassador and earn money while sharing with your social media contacts.

The third share is to join our private community and share what you do with other members of our network.

We all win when we come together to support local businesses.

Do you offer any type of guarantee?

We guarantee our work. However, we cannot guarantee that your article will resonate with our community. We do everything in our power to make sure your business benefits from our partnership. We will tell you this up front, we are not a perfect fit if you need a guarantee. We partner with our clients and find ways to continue adding more and more value.

