

Kaur Life *Writing Guidelines*

Guiding Principles

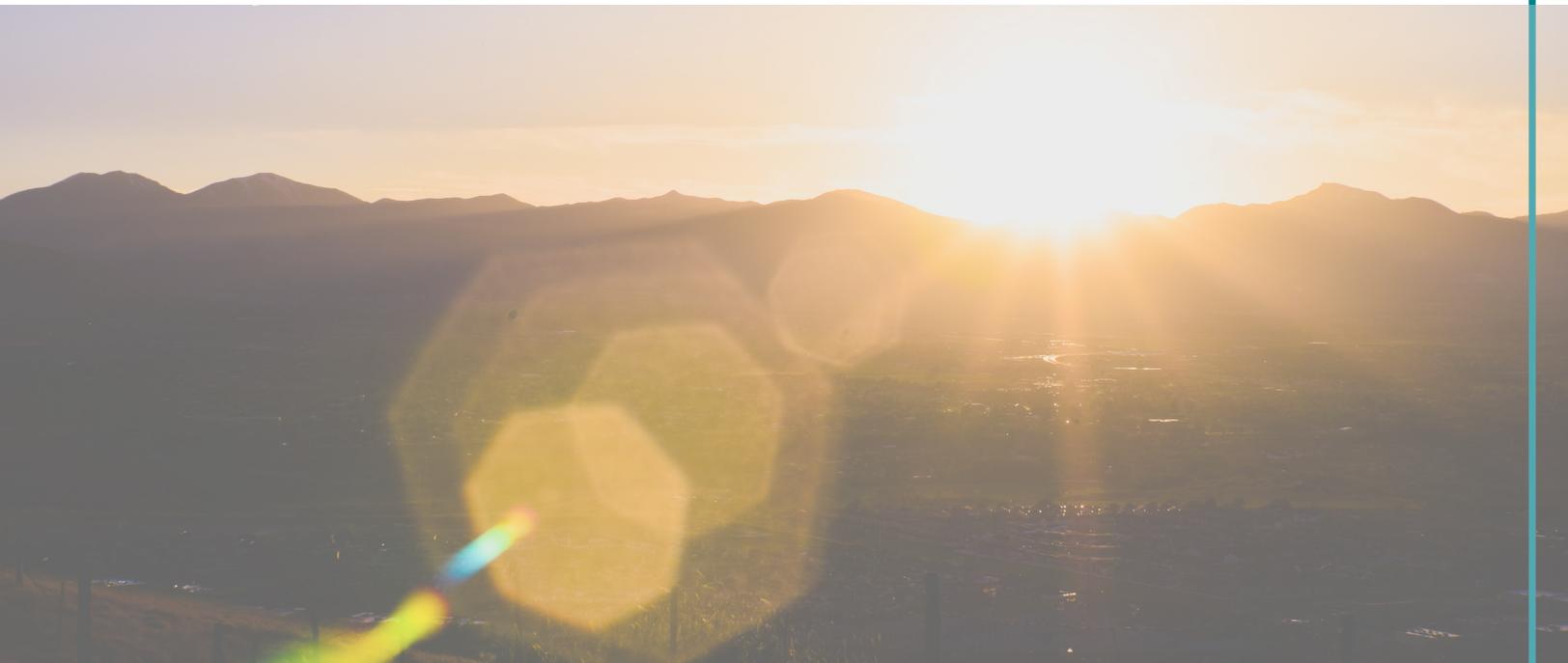
Kaur Life Mission

- to provide KaurS with resources to guide them on their Sikh journey
- to capture & document narratives, experiences, & histories of KaurS
- to feature examples of high-achieving KaurS
- to inspire other KaurS
- to develop thought-provoking articles that facilitate discussion on Kaur-issues
- to create a community of belonging and friendship of KaurS that facilitates growth, partnership, and teamwork

Kaur Life Vision

To have a world where:

- KaurS are empowered with self-confidence and the spirit of Sikhi to embrace challenges and pursue their dreams
- KaurS are supported and celebrated in every aspect of life
- KaurS are steadfast and solid in their identity as Sikhs
- KaurS have the opportunity to live up to their full potential



Kaur Life Values

These are fundamental beliefs of Kaur Life and the principles that guide our actions.

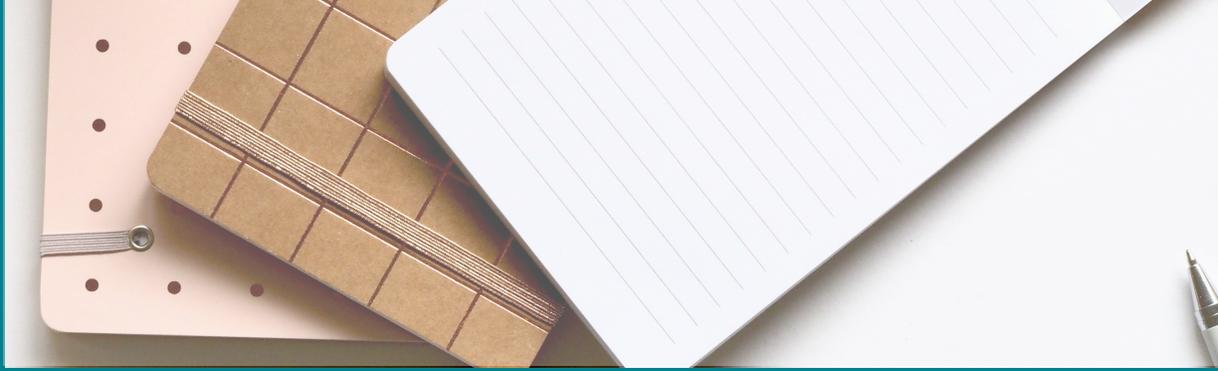
Integrity: We strive to be honest in our writing: making sure our actions, thoughts, and words are all consistent with our values. We strive to ensure that we attribute ideas to their owners and are accurate in their presentation. In this manner, we strive for excellence and truth through thoughtful and mindful actions.

Courage: We strive to be fearless in our pursuit of truth and in presenting creative and original ideas. We believe the freedom of thought and imagination leads to originality and boldness.

Open-mindedness: We strive to provide a platform for diverse opinions, which we hope, will lead to awareness, curiosity, and discovery through learning.

Compassion: We strive to be thoughtful and respectful of all opinions and treat everyone with love while recognizing their Divine Light.

Gratitude: We strive to operate with a mindset of thankfulness, gratefulness, and appreciation for our readers, our writers, our sangat, our panth, our benefactors, our patrons, our supporters, the Singhs and Kauris of our history, our Guru, and Waheguru. We try to acknowledge the gifts and opportunities they have provided us in order to make Kaur Life a reality.



Writing Guide

With every article Kaur Life publishes, we aim to empower, educate, respect, and guide our reader. In order to that, we make sure our writing is:

Sikhi Focused

Make sure your article:

- addresses a topic central to Sikh women's experiences
- is Gurmat-oriented
- Ideas are supported by at least one of the following:
 - Gurbani
 - tvarik (Sikh history)
 - rehat (conduct/lifestyle)
- be in line with Kaur Life's Mission, Vision and Values
- Use sovereign language (See the Kaur Life style guide)

Useful

Before you start writing, ask yourself:

- What purpose does this serve?
- Who is going to read it?
- What do they need to know? Why?
- What actions can they take after reading this?

Writing Guide Cont'

Clear & Concise

- You should understand the topic you're writing about and then, simplify it.
 - Would this language make sense to someone who isn't well versed in feminism, Sikh history, or gurmat?
 - Could someone quickly scan this article and understand the material?
- Use simple, short, clear words, and sentences.
 - Avoid unnecessary jargon, modifiers, vague language, and fluff.
- Make sure your thoughts are well organized and clearly focused
- Distinguish between facts and opinions.
 - If you are writing about your opinion, clearly state that it is your opinion.
 - If you include facts, please cite source and accurately convey the facts.
 - If you include gurbani, please include the ang (page number) of Guru Granth Sahib and to whom the shabad was revealed.
- Use headings and subheadings.
- Use descriptive links.
 - Links should provide information on the associated action or destination. Try to avoid "click here" or "learn more."
- Be plainspoken.
 - Often times, Indian or Punjabi literature on Sikhi are muddled by hyperbolic language and fantastical descriptions. It is our goal to provide Sikh resources that are palatable by those not drawn to Indian writing styles. So, we strip all that away and value clarity above all. We avoid distractions like fluffy metaphors, grand language, and excessive exclamation points.
 - Avoid dramatic storytelling and grandiose claims.
 - Share with readers your point of view on a topic while educating them about Gurmat, Gurbani, rehat, and tvarik. Contextualize your thoughts and opinions with facts and evidence. Inspire your readers to learn more and to develop their own opinions.

Writing Guide Con't

We Are Guides

- By researching, reflecting, and thoughtfully considering Sikh topics, we can make difficult to understand topics easy to comprehend.
- It's our job to demystify Sikh ideas (or breath life into them!) so readers are equipped with knowledge (or inspiration) so they can make their own, informed decisions.
- Think of yourself as a tour guide for our readers. Whether you're leading them through facts, history, an interview, or a new idea, communicate in a friendly and helpful way. Focus on building a rapport through empathy and sharing authentic experiences.
- Help people understand topics in the article by using language that informs them and encourages them to think critically about Sikh and women's issues.

Friendly & Relatable

- Write like you're having a warm, familiar, accessible conversation with a friend.
- Make your writing genuine, engaging, and relatable.
- Relate to readers' challenges and passions.
- Treat readers with the respect. Put yourself in their shoes, and don't patronize them.
- Don't yell at or pitch to people; communicate with them.
- Be considerate and inclusive.

Appropriate

- Write in a way that suits the situation.
- Just like you do in face-to-face conversations, adapt your tone depending on who you're writing to and what you're writing about.
- Always be respectful in your tone and content.

Article Criteria

Writing Quality

Your piece should be:

- 1,000 to 1,500 words long
- Clear and concise
- Well organized and clearly focused
- Contain engaging writing
- Free of spelling and grammatical errors

Your bio & photo

If you wish, at the end of your submission, you may include a short bio (no more than 50 words). Also, along with your submission, you may attach a high resolution jpeg author photo (head and shoulders shot is best).



Article Criteria Cont'

Terms of Submission

Kaur Life staff reserves the right to publish your text and photos at our own discretion on KaurLife.org and related social media platforms. We're looking for original, never-before-published articles. Authors should not submit the same piece simultaneously to more than one blog, website, or news outlet. When you email Kaur Life a submission, you are granting us first publication rights and first right of refusal.

The rationale for this standard is the potential for disagreement when two (or more) websites claim the right to publish a manuscript that has been submitted simultaneously to more than one entity. Once Kaur Life has published your content, you are free to submit it elsewhere one month after the publication date.

Other notes

- Submit your article to Lakhpreet@KaurLife.org as a Google (preferred) or Word document.
- If you wish the article to be published anonymous, please indicate that in your submission email.
- Please be open to the editing process.
- Kaur Life reserves the right to publish your text and photos at its own discretion.
- Kaur Life is a Sikh-women's forum. Anything submitted that explicitly violates Sikh ideals (ideas in-alignment with Gurbani) will be rejected.



Structuring your article

01 The Hook

- Describe the symptoms of the problem.
- Describe (in vivid detail) the current, frustrating experience. Try to connect to the reader's emotions or concerns.
- End by hinting at a solution, by writing something like, "It doesn't have to be this way ...", or "Here's how you can fix it", or "Here's why some people don't have this problem."

02 The Problem

- What is the actual problem that causes the symptoms you've described in the hook?
- Why is this a problem?
- Why should the reader care?

03 The Underlying Cause of the Problem

- Give a little more detail about why this problem is occurring.
- What's the history?
- Who or what is causing it?
- What is the situation or circumstance leading to the problem?

04 The Solution

- Give insight into how the problem can be solved or how it is being addressed. Who is taking action?
- How are they addressing the problem?
- What needs to change for things to get better?

05 Implementing the Solution

- What's your call to action?
- How can the reader can turn the ideas you presented into actions? What can they do?
- What behavior can they change? spreading awareness? getting educated? donating money? volunteering? taking action?

Typical Reader

Who are you writing for?

In November 2019, we conducted a reader feedback survey to figure out who our typical reader was. Keep this in mind when you write your article. Based on the survey, the average Kaur Life reader is...

Gender Female

Ethnicity Punjabi

Current Residence California

Sexual orientation Hetero-sexual

Education completed Bachelor's degree

Why does she like Kaur Life?

Kaur Life provides her with a community, inspiration, Sikh education, and resources; she feels seen as a Kaur.

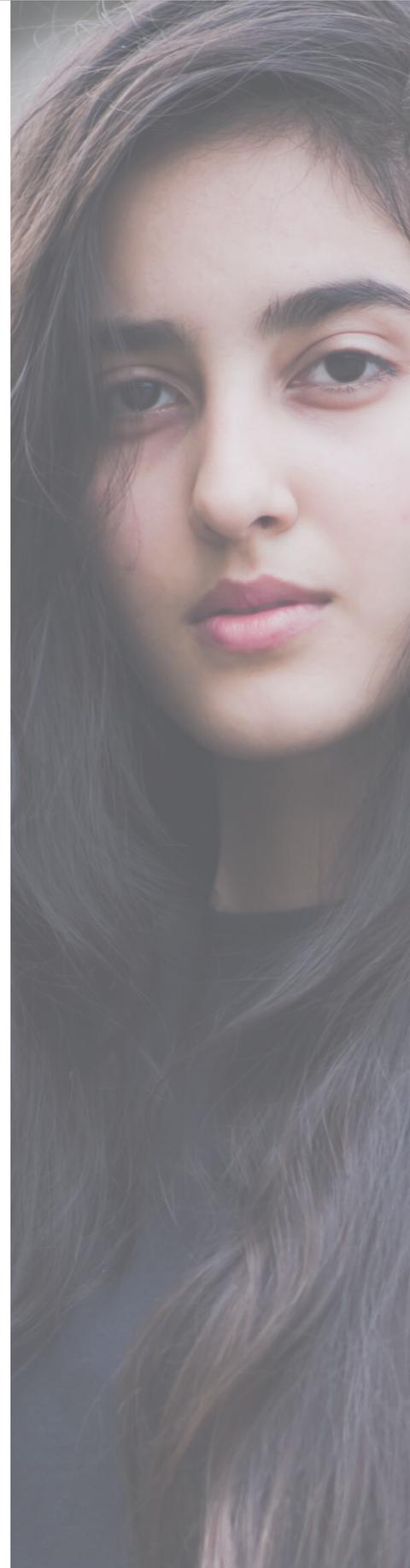
Hobbies

Spending time with friends & family, reading, and volunteering

Marital status Single

Age 25 to 34 years old

Kids 0





Article Checklist

*Here's a quick checklist for your article.
It's a summary of everything discussed above.*

Be sure your article fitness the following criteria:

Sikhi

- Addresses a Sikh women's issue
- Includes at least one: Gurbani, tvarik, rehat
- Supports the Kaur Life mission, vision, and values

Approach

- Is a useful topic
- Employs clear, plain spoken language
- Has a friendly tone
- Is guiding and appropriate
- Keeps the reader in mind

Structure & Organization

- Well organized
- Fact vs opinion is obvious
- Uses headings and subheadings
- 1,000 to 1,500 words
- Generally follows "Structuring your Article"; has a hook, presents a problem and cause, suggestions a solution, concludes with a call to action/implementation of the solution

Submitting



Send your article
as a Google (preferred) or Word document
to [Hello@KaurLife.org](mailto>Hello@KaurLife.org)

Looking forward to reading your piece!



www.KaurLife.org



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*The world is listening.
What do you have to say?*



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