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KAUR LIFE

W R I T I N G G U I D E

Welcome

ਵਾਹਿਗੁਰੂ ਜੀ ਕਾ ਖਾਲਸਾ,
ਵਾਹਿਗੁਰੂ ਜੀ ਕੀ ਫਤਿਹ

We are so delighted that you would like to submit an article to Kaur Life! With more people like you sharing, thoughts and ideas, we can create a strong and vibrant community of Kaur. We are excited to explore Sikhi with you.

We hope this guide will help you with your article. We want to develop a culture of collaboration and open communication. So, if you ever have any questions or comments during the process, feel free to reach out.

Go forth! Write! and inspire Kaur to walk the Sikh path!

Warmly,

Lakhpreet Kaur

Lakhpreet Kaur, Editor-in-Chief



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 Sikhs 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 Kaur experiences
- is Gurmat-oriented
- ideas are substantially supported by at least one of the following:
 - Gurbani
 - Tvarik (Sikh history)
 - Rehat (conduct/lifestyle)
- is in line with Kaur Life's Mission, Vision, and Values
- uses 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?

Clear & Concise

- You should understand the topic you're writing about and then, simplify it.
- Use simple, short, clear words, and sentences.
- Make sure your thoughts are well organized and clearly focused.
- Distinguish between facts and opinions.
- Use headings and subheadings.
- Use descriptive links.
- Be plainspoken.

We Are Guides

- 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.

Friendly & Relatable

- Write like you're having a warm, familiar, accessible conversation with a friend.

Appropriate

- Write in a way that suits the situation.
- Always be respectful in your tone and content.



Structuring Your Article

We highly suggest using this outline unless you have your own, highly structured, well-organized outline idea.

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.

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 is. 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 Criteria

Writing Quality

Your piece should be:

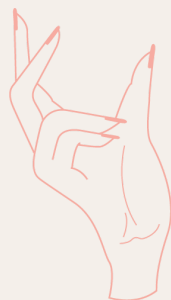
- 1,000 to 1,500 words long
- Clear and concise
- Relevant to our target reader
- Well organized and clearly focused
- Contain engaging writing
- Free of spelling and grammatical errors
- Citations are hyper-linked
- Do not include footnotes. Add additional information in parenthesis.

We DO NO Accept

- Poetry
- Art work
- Political or campaign endorsements

Your bio & photo

If you wish, at the end of your submission, you may include a short bio. Also, along with your submission, you may attach a high resolution jpeg author photo (head and shoulders shot is best).



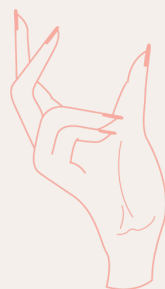
Terms of Submission

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 Kaur forum. Anything submitted that explicitly violates Sikh ideals (ideas in-alignment with Gurbani) will be rejected.



Submitting

Send your article
as a Google (preferred) or Word document
to Lakhpreet@KaurLife.org

Looking forward to reading your piece!

