

Maverick Media Intern Writer Guidelines

Table of Contents

Table of Contents	1
Writing from Reference Material	2
General Formatting and Content Guidelines.....	2
Useful Sites	4
Examples	6
Template.....	9

Maverick Media Intern Writer Guidelines

Double Publishing = Double Exposure

Regardless of the network you will be writing for, your articles will also get publishing on How-To.com when it re-launches. This will give your work twice the exposure.

Writing from Reference Material

On occasion, we may provide you with reference material on a subject. This is intended to greatly speed up the process for you to write an article on a subject. We suggest that you study the reference material or articles to gain a quick understanding of the subject and rewrite any and all material to the extent that it becomes your words.

These new articles will be credited to you online and will become editable by the online community in the Wiki on the networks.

We would like for you to continually increase the speed at which you can produce an article from existing material. A two page article should take you about an hour. We want quality but we also want speed in the case of writing from existing material. You can spend more time on original works that are relevant to the network.

General Formatting and Content Guidelines

1. Try to use as little formatting as possible, i.e. no bold, italics, font size changes, etc. This is due to the fact that this text will have to be put through HTML, which does not handle this formatting the same way as a word processor. Also, please keep bullets to a minimum and make sure there are hard spaces between each.
2. Do not indent paragraphs. Instead use the now-standard Internet form of skipping lines between unindented paragraphs.
3. Try to interconnect your solutions in some way. For example, include a reference to another solution (i.e. See Also "How To Pass the Seller's Inspection"). This can also be added when the network/s are live on the Internet and you can edit your article to add links to other articles.
4. Try to give a quick introduction or background on your topic. For example, if your topic is about the bones of a house, you may want to first give a brief definition of what "bones" mean to include a paragraph on architecture.

Maverick Media Intern Writer Guidelines

5. Try to define the point of the solution before beginning. If the solution seems as if it will be on the long side, considering breaking it up into smaller components.
6. Along with your article, please come up with a list of about 5-10 keywords that someone might use in order to search for your solution. For example, if the solution topic was "How To Price Your Home," the keyword phrases might include: homes for sale, houses for sale, homes, houses, find a home, real estate etc.

To obtain information on how consumers actually search for topics related to the article you are working on, use Overtures Search Term Suggestion Tool. Go to this URL:

<http://inventory.overture.com/d/searchinventory/suggestion/>

To use this very valuable tool, type in the most generic term about your article and you will see the ranking of related terms that consumers actually search for. Incorporate as many of these terms into your article as long as they are relevant. In addition, list the key search terms related to your article in a key phrases section on the end of your article.

7. When at all possible, structure your solution to be in the form of a procedure, complete with steps. This cannot always be accomplished with all solutions (i.e. the "Understand" variety - see below), but it is the preferred format.
8. If your topic has any necessary materials related to it, please provide a list of these as well. For example, if you're writing about how to create a spreadsheet, mention the software needed for the procedure (i.e. Microsoft Excel).
9. Provide a quick outline (list of elements) of your solution as well. For example, use the headings within your solution to break it down into outline form. Examples follow at the end of this document.
10. Turn off your smart-quotes and other auto-formatting characters. These do not work well with HTML, the format in which your work will eventually appear.
11. Try to incorporate quotes from experts in the field. Although you will not always run across language that is worthy or repeating, it makes the content look stronger and more credible to have specific sources cited. You can quote an individual or an entire entity (i.e. the US Department of Education, Time Warner, etc.). If you include any quotes in your work, include them again at the end of the solution so that they can be easily entered into our database. If you quote someone, you can link to them on Kevo.com. If the person does not have a profile there, you can create one yourself on Kevo.
12. The majority of the solutions will fall into the following categories: Understand, Choose, Use. Each of these can be considered a sub-step in a larger process. In some instances, not all of the steps will be needed (i.e. Choose might be skipped). The information that falls into each of these categories can best be described as follows:

- a. **How to Understand:** a quick introduction into the topic at hand. For example, if the topic were How to Understand Title Insurance, the solution would delineate the differences between this type

Maverick Media Intern Writer Guidelines

of insurance and others available to home owners. The solution bullet points can include the different unique characteristics of this type of insurance.

- b. **How to Decide:** gives reasons for and against a certain decision. For example, to use a broker or to attempt to find a new home on your own. The solution would go on to list the reasons why a prospective home owner could see the best homes much faster if they knew how to choose a Home Sales Advisor that specializes in serving the needs of home buyers.
- c. **How to Choose:** shows the different options available within this category. For example, How to choose title insurance would tell the different things to look for in a company - industry ratings, reputation, cost, etc. The solution might include a matrix to use in comparing companies.
- d. **How to Purchase:** outlines the actual buying process. This would include locating the different companies available, contacting them, providing them with the appropriate information, haggling over costs and/or benefits, etc. Purchasing a home owners warranty would include where the best companies and the different options of each policy, etc.
- e. **How to Use:** explains how to utilize the product/service's capabilities. With Home owner's insurance as an example, this would mean giving some examples as to what to do should the need arise to use the coverage, including the steps one would take to make sure the benefits were maximized and might actually constitute several individual solutions.

13. **Submission.** Please email your articles to Scott@MavMedia.com. Once the network/s launch, you will be instructed as to how to publish directly online..

Useful Sites

Images:

http://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources

This page on Wikipedia is a great compilation of sites where you can find free images to use with your articles and upload to the websites you are writing for.

(If you have problems copying this link, just search for “public domain image resources” in Wikipedia)

<http://images.google.com/imghp?tab=wi>

Google image search is a great source to find all kinds of images across the web.

<http://www.picsearch.com/>

A very good image search engine.

Maverick Media Intern Writer Guidelines

Reference:

All the search engines; Google, MSN, Ask, Yahoo, etc.

<http://Wikipedia.com>

Maverick Media Intern Writer Guidelines

Examples

Hold your mouse over the highlighted areas to see formatting instructions.

OUTLINE:

1. Identify The Purpose
2. Identify Your Target Customers
3. Be Specific
4. Know What Sets You Apart
5. Position Yourself
6. Marketing Solutions
7. Budget
8. Results Tracking

How-To Create A Marketing Plan

Keep your eyes on the prize with a good marketing plan. Many small businesses start with a great idea and then get lost in the overwhelming details of running the company. Soon your days are taken up with time cards and phone systems rather than drumming up new business. The key to turning a new business into an established one is staying focused on increasing the bottom line. One of the best ways to help you stay on track is by creating a marketing plan at the outset. A marketing plan will keep the basic goal of increasing revenue fresh in your mind while providing the blueprint for how you're going to get there.

1. **Identify The Purpose.** This is the place to state specifically how you plan to grow revenue. What is the main reason you are marketing your company? For example, if you are a recruiting company, you might say you will place the greatest number of candidates in the most number of jobs at the highest rate possible.
2. **Identify Your Target Customers.** Take a close look at your services and determine who your main customers will be. You cannot reach them if you don't know who they are. Look at demographics and psychographics to ascertain the best way to appeal to them. What are their buying habits? What income bracket are they in? Who are the types of people that would buy your product?
3. **Be Specific.** You must answer consumers' needs in order to get them to need you. Not everyone is going to want your product. Put yourself in their shoes: what are they looking for, what do they need? If you are in real estate, are you going after first-home buyers who have a specific price range, or will your properties be better for long time homeowners looking to upgrade?
4. **Know What Sets You Apart.** The key to attracting buyers is to tell them what's in it for them. Outline the benefits of your product and how they will help consumers. What makes your product unique? In the business industry this is commonly referred to as your Unique Selling Proposition, or USP. Having these outlined on paper will help you consistently send the right message.
5. **Position Yourself.** How do you want to be known? Your position is essentially the main feature about your business that sets you apart or sums up your service. Your position in the market will be a combination of what's unique about your product, how your competitors are positioning themselves (you

Maverick Media Intern Writer Guidelines

don't want to have the same exact position), and answering consumer need. For example, there may be five competing pizza places in your neighborhood, but you're the one that offers deep dish and delivers in 30 minutes or less.

6. Marketing Solutions. Now that you know who you are and who your customers are, it's time to reach them with your message. Marketing solutions are the way you plan to get the word out, build an image for yourself and increase revenue. Newspaper advertising, direct mail, television commercials, a website, banner ads on other sites, etc. These tactics are your marketing solutions. And keeping your marketing plan in mind will help you create the best solutions. Make a list of all the tactics you plan to use, and decide which ones you want to focus on first.

7. Budget. Determine a marketing budget upfront, including percentage breakdowns for monthly, quarterly and annual timeframes. The percentage of the overall budget that goes to marketing will depend on your product. Having a budget will help ensure you are investing the proper attention to marketing, and will later assist you in tracking the results of your efforts. "A proper budget is the most important part of any project," says Bill Gates, founder of Microsoft.

8. Results Tracking. How do you know how well your marketing plan is working, or if it is working at all? Many ad dollars can be wasted by not having a solid results tracking program. Put a system in place to track the response to your advertising tactics. Ask callers how they heard about you, or track the increase in hits to your website after registering with a search engine. Have a goal in place to measure these results against. For instance, your goal may be a 25% increase in website hits after registering with that search engine. Did you reach that? If not, did you overestimate, or would your money be better spent elsewhere? Then measure these results against your marketing budget and actual revenue. Measuring the output vs. business generated will help you see how well each tactic is working.

KEYWORDS: domain name web page website site register

SEE ALSO: How to Market Your Business Effectively

QUOTES:

"A proper budget is the most important part of any project," says Bill Gates, founder of Microsoft.

Maverick Media Intern Writer Guidelines

How To Conduct A Job Interview Over The Phone

OUTLINE:

- No speakerphone
- Be prepared
- Be upfront

Sometimes, due to logistics, job interviews have to be done over the phone. While this does not give the personal touch that you may desire, the phone interview can be an effective and timesaving tool in finding that new employee. In addition to the steps taken in conducting a face-to-face interview, keep the following in mind:

- Preparation for a telephone interview should be similar to a regular interview. Read over the applicant's résumé before conducting the interview. Moments of silence while scanning the résumé are even more awkward over the phone. Plan an exact time to have the interview and follow through with it. If the interview is long distance, finding an exact time where both you and the applicant are available may be difficult and tardiness could cause problems. Also, make sure that you do not receive phone calls while conducting the interview. If this means turning off your call waiting to avoid any interruptions, then do so. You may be busy, but the hiring of employees should be a top priority.
- Never do a phone interview over a speakerphone, unless there are multiple interviewers in the room. If the interview is one-on-one, using a speakerphone could be construed as rude and turn off a potential employee.
- Have questions prepared for the interview. An advantage to a phone interview is that you can look down at your notes freely while conducting the call.
- As with any interview, be upfront with the applicant. It is especially important with a long distance interview, because they may be making great concessions to come to your company, such as moving to your city. If there is something that you cannot deliver, do not promise it.

KEYWORDS: interview phone conduct preparation long distance

SEE ALSO: How to Conduct A Job Interview, How to Relocate A New Employee

MATERIALS:

Pad for notes and list of questions to ask

Maverick Media Intern Writer Guidelines

Template

Title

OUTLINE

- 1.
- 2.
- 3.

Introductory Paragraph

- 1.
- 2.
- 3.

KEYWORDS:

MATERIALS:

QUOTES:

SEE ALSO:

*Please send any comments, corrections or suggestions on how we can improve these guidelines and tips to Scott@MavMedia.com. Thank you.