


Primally Pure Guest Post Guidelines For
PURE LIFE BLOG





PURE LIFE BLOG was created to provide our readers with effective solutions, easily digestible information, and powerful inspiration to make positive changes in their health + their home.

Our posts are full of educational content, practical tips and personal experiences to support our readers on their own wellness journeys. Because we are surrounded by such a diverse community of bloggers + brands, we're so looking forward to featuring the expertise, knowledge and passion from others who are like-minded + leaders in the industry.

Our hope for this collaboration is to not only offer our readers fresh, exclusive content from other experts, but to expose your brand to a different + wider audience. Alongside your original post we'll include your bio, links back to your website + social, and we'll share the feature with our email subscribers and across our social channels.

Interested in becoming a PURE LIFE contributor? Below are a few guidelines to get you started.

THE PURE LIFE READER IS...

Early 30's	Socially conscious
Mindful	Minimalist
Health focused	Wholesome
Goal oriented	Forward thinking



TOPIC IDEAS

- Personal beauty + well-being experiences (especially with your PP products!)
- Holistic skincare tips
- Brand building + #girlboss inspo
- Natural ingredient benefits
- Lifestyle inspo (motherhood, home, fitness, etc.)
- Seasonal/Holiday posts
- Passionate about another topic that you think will resonate with our readers? Let us know!

POST DETAILS

- **Word count:** approx. 600-1200
- **Links:** feel free include a small handful of links to outside resources or recommended non-competing products (no affiliate links please).
- **Images:** photography and feature images will be covered by our content creators + graphic designers.
- **Bio:** please include a brief bio along with multiple photo options of yourself for us to include at the end of your post.
- **Reposting:** for the sake of our SEO (and yours!), if you'd like to repost on your blog to share with your readers, please only include the feature image, title and introduction and then follow up with a sentence to send your readers to the PP blog to read the rest. (i.e. "To see the full feature, head over to the Primally Pure blog! Here's the link to read the rest...")
- **Editing:** we reserve the right to make title or copy changes as long as the author approves them.



HOW TO BECOME A CONTRIBUTOR

Ready to write for PURE LIFE? Simply send your **topic idea** and a **detailed outline** along with a few examples of your past work to our editorial team at submissions@primallypure.com to be considered for our upcoming content calendar. We're so grateful for your interest and willingness to share your expertise + passion with our readers. *Please keep in mind that all content + photography are subject to the PURE LIFE BLOG editorial team's approval and applying to be a contributor does not guarantee posting.*

We can't wait to share original and exclusive content with our readers from other like-minded lifestyle + wellness experts - like you. Looking forward to collaborating!

XO, The PP Team