

# SOHO Business Report (SBR)

## Writers' Guidelines

### Give yourself prestige and exposure

Who doesn't want to be published in a national magazine? Now that *SOHO Business Report* is part of the *Dream Launchers Project* our writers are being exposed to even more people and organizations. Our core goal is to ensure that entrepreneurs succeed. This is a very worthy and very large goal, which is why we depend on the support of world class professionals to supply our readers with world class content. All of our writers get recognition not only with each story they write but also on our website. In the near future, writers will have more opportunities to interact with readers as we develop the e-commerce tools our readers have access to.

### About the magazine

Our national publication with a countrywide readership of 125,000 invites proposals for reader-friendly, professionally written contributions offering inspiration and ideas to Small Office Home Office (SOHO) business operators.

The best way to learn about the topics we cover is to read several issues of the magazine. Please familiarize yourself with the publication before making proposals. We won't respond to queries or articles that don't address our audience or our goal of helping entrepreneurs succeed.

### What SBR Editors look for in articles

Many of the queries and articles *SBR* receives are lists of how-to's. Although some of these articles work well, generally we prefer stories about real people having real experiences. We want business articles with a practical human element. For example, if you want to write about an entrepreneur obtaining a bank loan, interview the bankers who make the loans, and what they look for in an applicant. Include reasons and anecdotes on why loans are granted or refused. You could also recount the experiences of a successful — and perhaps unsuccessful — loan applicant.

The same applies to marketing, promoting a business, keeping customers happy, learning from customer complaints, keeping the books, managing stress, expanding a business, and all the other topics helpful to home-based entrepreneurs.

Make sure the stories reveal the information the reader needs to get a loan, keep a customer, etc.. Paint a word picture. Most readers dislike being preached to. A list of bullets in a sidebar can easily convey the "how to" in a succinct manner.

### Regional Reports

A regular component of *SOHO Business Report* is the Regional Reports. These 900-1,000 word articles take the form of business profiles from the various areas across the country. They inspire and inform SOHO businesses by recounting the highs and lows of neighbouring businesses — a form of networking across geographic boundaries. They also have their own set of writer's guidelines

Since *SOHO Business Report* focuses on SOHO enterprises, almost every point raised in the profile should work towards starting, running and expanding a SOHO venture. Before pursuing a particular profile, be sure **it is a serious business that makes a regular income**. We have a duty to show the true nature of the businesses we profile, painting a pretty picture doesn't help our readers understand the real work and hard challenges their peers have to surmount. Generally, that means the company should be in full operation for at least a year, and that the owners earn not less than 50 per cent of their personal income from the enterprise.

If you're assigned a regional report, you will receive more specific instructions on what should be covered, much of which can be found in the "Regional Report Guidelines".

**How to submit**

E-mail submissions are encouraged through [submissions@SOHOBusinessReport.com](mailto:submissions@SOHOBusinessReport.com). The submission should be in text format and include a color photo of the business, a color writer's headshot photo, a writer's bio up to 75 words and the addresses of the subjects of the story.

**Rights**

By submitting your article you are giving *SOHO Business Report* first international print and Internet rights.

**Photographs**

Color photos or illustrations should normally accompany any article. We prefer action shots which highlight some aspect of your story. Please avoid slides or actual photos. These images should be submitted with the story in the form of .jpg format images with a resolution of no less than 300 dpi.

**Other information**

*SBR* requires the names and complete addresses of any person or organization you mention in your article so that we can send them a copy of the magazine. This information should be sent in with your final manuscript and images.

**Send questions and detailed, business-oriented proposals to our Production manager at [production@SOHOBusinessReport.com](mailto:production@SOHOBusinessReport.com)**