



# Soul Herd Style Guide

## Please provide the following with your article:

- Headline (title)
- Sub headline (one sentence of further explanation)
- Byline (your name)
- Bio (1-2 sentence bio)
- Writer headshot (with your horses is perfect!)
- Contact information or website url for you and any other sources mentioned.
- Subject appropriate photographs, min width 1500px
- Ideal length between 1000-4000 words, can be longer if your content/story requires it.

## Suggestions for Topics

- All aspects of holistic horse management.
- All aspects of spirituality involving horses.
- Therapy from and for horses.
- Biomechanics/postural Engagement riding.
- Dentistry for horses.
- Plants and herbs concerning horses.
- Hospice for horses.
- Controversial subjects in equestrianism.
- New concepts horse/human partnership.

## Readership

Horse lovers and guardians who are exploring the depth that is possible in their equine relationships.

## Intention

- Reaching people with diverse perspectives from every equestrian discipline.
- Mirroring the horses acceptance of everyone without judgement.
- Providing an independent platform for equine related creators.
- Offering inspiration and support in awakening others to their own inner voice.
- Channeling the horses wisdom and articulating their voice for a wider audience.
- Approaching these intentions in the spirit of building bridges rather than perpetuating divisiveness.
- Tending more towards inspiring the reader than educating them.

## Vision

Reflecting the current spiritual revolution throughout the horse world. Reaching enough horse guardians over time to become an influence in traditional mainstream equestrianism, so horses (and humans) will benefit. Evolving human understanding of horses to bring our association greater fulfilment and joy.

## Voice

Inspirational, visionary, authentic, compassionate and egalitarian without being condescending, grandiose or exclusive.

## Tone

Seeking a tone which is appreciative and embracing rather than critical or judgmental especially when challenging outdated traditions. Expressing joy in the new potential rather than scepticism of the old. When offering personal experiences think of sharing more than teaching, while expressing confidence in the value of your work.

## Degree of Technicality

To encourage inclusivity, go for clarity above technicality, avoiding unnecessarily complicated terminology. If it is essential, explain at the first usage or include a mini glossary. When addressing a technical subject imagine explaining it to a friend who is curious but has no prior knowledge and think of which questions they might ask. Above all encourage your own wisdom to surface with the intent to enjoy rather than convert.

## SEO (Search Engine Optimisation)

- Use relevant headlines and sub headlines which include a focus keyword and related keyword.
- Create high quality content including keywords at around 1% frequency.
- Name images using keywords.

Example of keyword use: An article about the benefits of rehabilitating a shod horse back to going barefoot will perform better with a headline such as Bringing Back a Barefoot Horse with focus keyword *barefoot horse* and a sub headline Successful rehabilitation through holistic horse management using keywords *rehabilitation, holistic, horse management* as opposed to a headline such as Coming Back to the Natural State with a sub headline Discovering the benefits of horses going without shoes.

## Terminology

Write the following words this way:

Email  
Barefoot  
Bitless  
Dewormer