

2021 FALL ISSUE
PURSUIT ARTICLE
GUIDE

The **TRULY** Co.

A CONTENT CREATION GUIDE

SUBMISSION DEADLINE: FEBRUARY 15, 2021

THE TRULY CO

ABOUT OUR CONTENT

TRULY MAGAZINE

WHO WE ARE

Truly magazine is a Christian women's print magazine that intersects stories of faith, Biblical truth, and creative visuals.

Our stories reflect the heart of God, growth in our faith, hope, and encouragement. We want to focus our thoughts on whatever is true, noble, right, pure, right, and admirable (see Philippians 4:8).

Our product is a blend between a magazine and a book. Our goal is to provide a beautifully designed resource that will have a long life span. We do not publish content that is geared towards a specific season or life stage.

Our content style is:

- Reflective
- Practical
- Evergreen
- More professional than casual in tone
- Points to Jesus rather than ourselves

ABOUT OUR AUDIENCE

TRULY MAGAZINE

SHE IS SEARCHING FOR ENCOURAGEMENT AND HOPE

- She is on Instagram looking for inspiration and encouragement.

11.3% age 18-24

41% age 25-34

28.6% age 35-44

95.4% Female (Instagram)

- Truly's audience is primarily in the United States, with a heavy concentration in the Minneapolis, MN area (Truly's hometown)

SHE WORRIES SHE ISN'T LIVING UP TO HER POTENTIAL

- She wants to be a positive example and inspiration to those closest to her.
- She doesn't want to miss out on her life's purpose.
- Trying to balance career with family or personal life

SHE WANTS TO GROW IN HER FAITH

- She has some understanding of Christianity or church background, and is pursuing a deeper relationship with God.
- She wants to wrestle with faith and does not want "pat answers" to satisfy her questions.

THREE CATEGORIES

GOD | OTHERS | SELF

Our content is grouped into three main categories. Each theme is examined how it relates with (and to) God, others, and self. This helps us reflect on each theme through various lenses.

Within each category, we publish articles in various formats, including:

- Reflective articles
- Biblical teaching
- Research
- Recipes
- Practical resources
- Listicles or other graphically organized content.

The following pages provide suggested article prompts with specified word counts created by Truly's editorial team.

If you have an article idea not listed, please email submissions@thetrulyco.com to discuss your pitch.

HOW TO SUBMIT CONTENT

SUBMISSION PROCESS

1. **Choose an article** prompt that resonates and connects with you.
2. **Write the content** within the allotted word count and style indicated (if mentioned). Please adhere to Truly's style guide available on our website.
3. **Copy and paste** your content into the appropriate prompts in the Writer Submission Form (thetrulyco.com/writer-submission-form).

WHAT WE LOOK FOR

1. Does the message reflect accurate gospel message principles?
2. Does the article have a relatable emotional connection?
3. Is the content unique? Does it have a unique angle? The more specific and unique, the better.
4. Is it well written and polished? We choose content that won't require significant edits.
5. Is it life-stage neutral? We do not publish content that is specific to parenting, college students, etc.

WITH GOD

MAIN IDEA

Pursuing Obedience

What is God calling you to or what is He asking you to let go of/step away from? How do you pursue dreams and also live in obedience? When did God call you away from something you loved but knew He was leading you in a different direction? | 400-500 words

Pursuing Joy

Understanding what joy really is—not happiness, but true joy found in our relationship with Jesus. How do you acknowledge and choose joy in your story in light of James 1:2? | 400-600 words | Personal Story

How God Pursues Us

How have you recognized God pursuing you in every day moments? Similar to when Moses noticed the bush burning while tending his sheep, when have you noticed God pursuing you in an everyday moment?
800 words | Personal Story

What does GOD tell us to pursue?

An examination of what culture says vs what God tells us through Scripture. How do these fit in the society we live in? The piece should encourage readers to understand that God's instructions are for our benefit- chasing worldly desires will not bring satisfaction. | 1,000 to 2,000 words | Biblical Teaching

WITH GOD

MAIN IDEA

What is Chasing After Us?

Scripture says goodness and mercy pursue us. What does that mean? What was the context for this in scripture? How does this apply to me today? Surely your goodness and love will follow me all the days of my life, and I will dwell in the house of the LORD forever. Psalm 23:6 | 400 words

WITH OTHERS

MAIN IDEA

Pursuing Forgiveness

How can we offer forgiveness while protecting our boundaries? Colossians 3:13 | 800 words

Pursuing Joy

Understanding what joy really is—not happiness, but true joy found in our relationship with Jesus. How do you acknowledge and choose joy in your story in light of James 1:2? | 400-600 words | Personal Story

Loving Those who are Overlooked
By The Rest of the World

Why does Jesus want us to care for refugees or the mothers in other countries where maternal health isn't prioritized? How do we pursue others the way Jesus would have? How do we make it about loving others, treating others the way God sees them and not what we learned from going on a short-term mission trip? This should tie in with the Biblical justice element- helping those who cannot help themselves. | 800 words | Personal Reflection and Real Life Experience

Healthy Conflict

Describe a time when your ideas and viewpoints didn't align with someone else's but you were able to engage in conversation and listen respectfully. | 400 words

Pursuing Peace In a World That
Thrives on Conflict

How do you pursue peace in general? How do you come to terms with the conflict you see in the world? This should NOT be centered around current events. | 400 words

WITH OTHERS

MAIN IDEA

Pursuing Mentorship

Following in another's footsteps is a common phrase we hear, and it is one way we aspire to be like someone we admire. What does it mean to find a mentor? What are practical ways to connect with a mentor? What does mentorship practically look like in your life? Mentorship doesn't always translate to a formal arrangement. | 400 words | Practical Content

The Call To Disciple

For followers of Jesus, discipleship isn't optional. It's a command. What does this really mean and look like on a practical level? It's more than just a system modern day churches set up to make friends. Inspire readers to seek discipleship and identify who they can disciple themselves. (Not from a missionary or evangelistic platform perspective). | 400 words

WITH SELF

MAIN IDEA

Can you have a healthy relationship with the pressure of perfection?

Pursuing Physical Health
+ Smoothie Recipe

Pursuing Mental Health

The pursuit of knowledge and how it intersects with our faith.

Moving Forward in Opposition

Ultimately, we all want to be liked and wanted by people around us. It's one of the reasons we shower and brush our teeth before we meet with someone. The striving looks different for each person. In what areas of your life has perfectionism taken over? How have you taken steps to overcome this challenge? Offer readers practical suggestions to identify and move forward in their own challenges.
| 800 words | Reflective Guide with Practical Takeaways

Why would God want us to pursue physical health? If we are healthy, then what? What happens as a result? What is sustainable for you? | 400 word article serving as an intro to a smoothie recipe.

Therapy is tending to the garden of our mental health. How has God used therapy to help me work through __? Share your personal story. (We're looking for relatable mental health scenarios like past relationships, upbringing, divorce, etc). | 600 words | Personal Story

How do we pursue the growth of our mind/intellect, and how is what we know/learn to be true (history, science, culture) reflected in our faith lives? | 800 words

An encouraging piece about following God's call on your life when you feel like the world is against you. Let's cheer for the "underdogs" and acknowledge that we've all faced battles that shake us to the core and make us question what we are doing. What do we do in these scenarios?
| 400 words

WITH SELF

MAIN IDEA

Pursuing Your Craft/Creativity

The arts - music, writing, painting, photo, video, is a form of creativity and reflection of God's creation work. What drives artists and their art? Why does art matter? | 400-600 words

Living Curious

How does living curious and asking questions for the purpose of understanding the world help us understand God? | 400 words

Celebrating The Progress

"Pursuit" is a series of actions we take. We might have one big goal or vision of our hopeful outcome, but the process of obtaining that vision is made up of consistent actions. This encouraging piece should encourage readers to acknowledge growth along life's journey and remove pressure to "arrive" or accomplish "all the things" at once. How do we find the "good things" along the way? | 400 words

The Worn Paths

Every repeated action, whether it be in thought patterns or physical movement, produces worn paths. What do we do when we want to change? How do we break out of bad habits that we unknowingly pursue? What about the habits we've tried to break unsuccessfully for long periods that make us feel "stuck"? This can be written from a step by step guide or suggestions to pick from alongside a personal story. | 500 words | Practical steps to break an old habit or start a new one alongside a personal story

WITH SELF

MAIN IDEA

When You Don't Have Time

We all have aspirations and goals we want to pursue. Sometimes we feel stuck and frustrated that we can't do it all. How do we prioritize what we pursue? Provide readers suggestions or strategies to try to help them in their own situations? | 400 words | Listicle or summarizing tool

FAQ

ARE WRITERS COMPENSATED?

Truly does not financially compensate writers or artists at this time.

CAN I SUBMIT CONTENT THAT I HAVE ALREADY PUBLISHED?

Submitted content must be original and not published elsewhere.

WHAT DOES THE EDITING PROCESS LOOK LIKE?

Truly's editing process is collaborative and done in Google Docs with the editorial team. Plan on up to four weeks of back and forth if editors need clarification or expansion on an idea you present.

WHAT HAPPENS IF MY ARTICLE ISN'T CHOSEN?

If your article is not chosen, you may submit it for publication elsewhere.

CAN I PUBLISH MY CONTENT IN MULTIPLE PLACES IF CHOSEN FOR TRULY?

Published content CAN be published on your own platform 6 months after the publication release date, with a note indicating it was originally featured in Truly magazine. You may not submit it to other publications.