

2022 SPRING ISSUE  
HOME ARTICLE GUIDE

The **TRULY** Co.

A CONTENT CREATION GUIDE

SUBMISSION DEADLINE: AUGUST 17, 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 We do not publish content that is geared towards a specific season or life stage.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](mailto: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](http://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

God, our fortress

The Bible repeatedly calls God our fortress, tower, and resting place. What does it look like to find protection and rest in his wings? (Psalm 91) | 600-800 words

If these walls could talk: praying over your home

What is the importance of praying over your home, physically walking the rooms and covering them in prayer? Looking for someone with a personal true story around this and what God has done in it. | 400-600 words | Personal Story

Home in eternity

There's a place being created for us, the one place where we'll truly be at home. We're looking for a unique take or reflection about our heavenly home. What does our desire look like on earth so that it fuels our longing for heaven? Hebrews 11:8-10, Ecclesiastes 3:11

400 words | Poetic/Abstract piece about our spiritual longing for heaven

Immanuel: God with us

God left his heavenly home to be with us. We sing carols at Christmas about Jesus coming to earth to be near us. A. W. Tozer writes, "We need never shout across the spaces to an absent God. He is nearer than our own soul, closer than our most secret thoughts." Why is it so hard to feel the reality of Immanuel? | Spiritual Reflection | 600 words

# WITH GOD

## MAIN IDEA

What does God say about home?

What is the best way to build our home? How do we build God's kingdom within our home instead of our own kingdom? How do we become active participants in this? | Biblical Teaching and Spiritual Reflection | 1,000-2,000 words

Feast of Tabernacles/Shelters (Sukkot)

Sukkot was a time of thanksgiving and feasting when Jewish families lived inside a tent to commemorate their deliverance from Egypt. Examine how the Feast of Tabernacles, designated by God, is meaningful for Christians today. Highlight ways Christians can understand the roots of our faith. | Biblical Teaching | 800 words

# WITH OTHERS

## MAIN IDEA

Refugee story

Share your personal journey of leaving one home to build another. | Personal Reflection and Real Life Experience | 800 words

Connecting with our neighbors

Expanding the boundaries of your home—how can we reach out to the people who live next door? How can we connect with neighbors who are in a different life stage or generation than us? | 400-600 words | Share a personal example with a unique angle.

Who is my sister/brother/family?

We are more connected than we think. As members of the body of Christ, we are connected to other beautiful humans across the globe, part of one family. We are also more connected physically than we might realize. If you've taken a DNA test and discovered your heritage to be different than you anticipated, reflect on that story and what God revealed to you through that process. | 600 words | Personal Reflection and Real Life Experience

“Home church”: Examining the struggles of finding the right “fit.”

Jesus participated in an imperfect spiritual community, just as we are called to do today. In what ways is finding a church to commit to (plant yourself in) important? What are things we can do when we don't feel like we have a “church family”? | 600-800 words | Spiritual Reflection

# WITH SELF

## MAIN IDEA

My heritage, my home

Who has come before me? How many homes have made me? What homes have my ancestors built and how have they impacted mine today? Can be a lighter take. | 800 words | Personal Story

Grief

We walk through grief within our own homes, closing ourselves in, staying safe, etc. Home is where we let our guard down. How does your home allow you to grieve? Can include personal examples. | 400-600 Words | Personal Story With Practical Application

Mental health

Explain the grieving cycle. What are healthy ways to process grief in each stage? Share practical ideas or steps. | 400 words | Listicle

Hospitality in our homes

A short piece about the value of hospitality and inviting community within our homes. Share a favorite charcuterie board combination. | Article and easy recipe | 400 words + Recipe

The curated home: creating a home filled with stories

A home may be a collection of memories from experiences that we have. What items in your home tell stories? How do they all come together to make one big, beautiful story? | 400 words

# WITH SELF

## MAIN IDEA

Design on purpose

How do we design a home and create space with intentionality and with purpose? Include practical tips. | 400-600 words

You are a temple

The Holy Spirit resides within us when we accept Jesus. This turns us from people created by God into people actively in communion with God. What does it look like for your body, mind, and spirit to be a temple? | Inspiration or reflection | 400 words

Traditions that ground us

Describe the importance of family traditions. Why do we do them? What needs do they fulfill? How do the traditions we embrace ground us and tie us to a larger family? Possibly tie in some psychological research (include reference) and personal examples/reflection. | Informational with personal story | 600-800 words

Finding home wherever you live

Owning a house or having a lease on an apartment is not a prerequisite for having a sense of home. How can someone feel at home when life circumstances have them renting a single room in someone else's house, crashing on a friend's couch, or living in her car or a shelter? | A personal experience story would be ideal | 400-500 words

# WITH SELF

## MAIN IDEA

Generational trauma

How do we break away from generational cycles of trauma—choosing differently than the home we came from. How have you seen God carry you through building a different home or bring healing to your family relationships? | Personal Story | 600-800 words

# 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.