

The **TRULY** Co.

A CONTENT CREATION GUIDE  
2025 FALL ISSUE  
AWAIT

SUBMISSION DEADLINE: FEB 28, 2025  
11:59 PM CDT

[WWW.THETRULYCO.COM](http://WWW.THETRULYCO.COM)

# ABOUT OUR CONTENT

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

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

Our product is a blend of both magazine and book. Our goal is to provide a beautifully designed discipleship and devotional resource that will serve you for years to come. We do not publish content that is directed only toward a specific season or life stage.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
- Theologically rich
- Story-driven

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# ABOUT OUR AUDIENCE

## **SHE IS SEARCHING FOR ENCOURAGEMENT FOR HER FAITH JOURNEY & IS HUNGRY FOR HOPE.**

She is active on social media looking for connection, inspiration, and encouragement. Truly's audience is primarily in the United States, between the ages of 20 and 50.

## **SHE WANTS TO BE INTENTIONAL WITH HER LIFE.**

One of her deepest worries is that she isn't living up to her potential. She wants to be a positive example and inspiration to those closest to her and doesn't want to miss out on her life's purpose. She is skeptical of achieving "balance," but does her best to steward her time well with friends, family, and her work.

## **SHE WANTS TO GROW IN HER FAITH.**

She is hungry to understand the roots of Christianity and her faith in Jesus. She wants to wrestle with faith in authentic community and move past the "Sunday school answers" to the questions on her mind.

- What does it look like to be a Christ follower in today's culture?
- How can I be confident in my faith?
- How do I discern what is true?
- How do I distinguish between what is Western church culture and what Christianity actually requires in scripture?

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# OUR STYLE & DIRECTION

## **GOD | OTHERS | SELF**

Our article prompts reflect three main categories: God, others, and self. Examining how the theme relates to each of these categories helps us see things through different lenses.

## **WE PUBLISH ARTICLES IN VARIOUS FORMATS, INCLUDING:**

- Reflective articles
- Biblical teaching
- Poetry
- Guided prayers
- 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 that is not listed here, we welcome your addition. Please email the editorial team to discuss your pitch to ([submissions@thetrulyco.com](mailto:submissions@thetrulyco.com)). Please note we will not be able to respond to pitches sent on social media.

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# HOW TO SUBMIT CONTENT

## SUBMISSION PROCESS

1. **Choose an article category** that resonates with you.
2. **Write the content** within the allotted word count and style indicated (if mentioned). Submissions considerably over (or under) the designated word count will not be considered. Please adhere to Truly's style guide available on our website ([thetrulyco.com/style-guide](http://thetrulyco.com/style-guide)).
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)). If you have trouble with the form, please email the editorial team at [submissions@thetrulyco.com](mailto:submissions@thetrulyco.com). NOTE: if you let your internet browser sit open for too long, the form will not send properly. If you do not receive a confirmation email after you send your submission, we did not receive it.

## WHAT WE LOOK FOR

1. Does the message reflect accurate gospel principles?
2. Does the article have a relatable emotional connection?
3. Is the content unique? Does it approach the subject from an uncommon angle? The more specific and unique, the better. We avoid articles with dictionary definitions of our theme word.
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 only applicable to parenting, college life, etc.

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# ARTICLE CATEGORIES

## **Listicles | 400 Words**

Listicles (article + list) are short articles that can be easily organized into steps, tips, or ideas that readers can look at visually. Great listicles include a solid introduction emphasizing why your content in the following bullets or categories is valuable. We include approximately three to four listicles per issue. For an example, refer to “Expect the Unexpected: Five Keystones for Steadiness and Adaptability, No Matter the Circumstance” from our Seasons issue.

## **Recipe | 400 Words**

Share an easy-to-follow recipe that connects with the issue's theme in some way. We love recipes that include a story-driven introduction paragraph. We include one recipe per magazine issue.

## **Biblical Teaching | 800 Words**

Biblical teaching articles unpack biblical concepts that connect to the issue's theme. Examine a story, parable, word, or misunderstood cultural concept to help readers better understand scripture or how they might live out the message in their own lives. Include citations for your research and the specific Bible version you used, if it differs from the NIV.

## **Poetry | 20 Lines or Less**

We welcome poems that use powerful imagery and carefully selected words, and which are written in short lines and/or evenly organized stanzas. We include one poetry submission per magazine issue.

## **Prayer | 400 Words**

Share a prayer that others can use for inspiration in their own circumstances. Please include an introduction paragraph (or two) for context, background, or reasons why the prayer you share is meaningful.

**IMPORTANT:** The total length of the submission (introduction & prayer) should total 400 words or less.

## **Practical Resources/Spiritual Reflections | 600-800 Words**

These articles are either driven by a story or address a cultural or spiritual question. While they differ from biblical teaching articles (above) in that they have a strong story element, they still should have a solid biblical basis.

# ARTICLE CATEGORIES

## **Biblical Devotional | 600-800 Words**

Choose a passage of scripture that connects to the issue's theme, unpack the verse, and connect it to a personal life experience with a compelling narrative. Include additional questions or bulleted resources that complement your devotional and may be included if space allows.

## **Mental Health Resource | 600-800 Words**

We love including mental health resources from faith-filled professionals and stories from personal experiences. These articles should include a solid narrative connection for readers to identify with (as opposed to simply presenting data). Mental health articles should include citations from your research.

## **Anchor Article | 1,000-2,000 Words**

This featured article should represent the focus of this issue, driving home a biblical principle, theme, or overarching concept. This article should be thought-provoking, challenging, and engaging to readers. We love well-researched and thoughtfully presented writing that encourages readers to examine their own beliefs and actions. The anchor article is the most in-depth written feature within the magazine.

Full article content is due on the submission deadline.

# 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 to six 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 and a link to the specific magazine issue. You may not simultaneously submit it to other publications.

## **WHAT DOES THE ACCEPTANCE PROCESS LOOK LIKE?**

The Truly editorial team will respond to your submission via email. Please check your junk folder if you haven't seen any response from us by the expected timeframe. If your article meets the criteria for the first round of acceptance, we will begin the editing process.

The Truly Co. reserves the right to decline any article for publication at any stage in the editing process. Reasons for stopping the process would include:

- Lack of communication or response from the writer
- Article direction shifted outside of the expected tone of content
- Lack of article clarity after the first round of edits from Truly's team



# AWAIT

## ABOUT THE THEME

In this fall issue, our hearts turn toward the season of waiting—a deep dive into the sacred anticipation of Advent and Christmas. Together, we'll reflect on the beauty of waiting, the richness of tradition, and the divine gift of presence in the midst of a busy world.

### KEY TOPICS FOR AWAIT SUBMISSIONS:

#### **Christmas Hymn Histories**

Deeply explore the theology, historical context, and enduring beauty of beloved hymns such as:

“O Little Town of Bethlehem”: How its lyrics ground us in the wonder of Christ’s birth.

“O Come, O Come Emmanuel”: The haunting call of God’s promise to a waiting people.

#### **Living between the Seasons**

Reflections on the often-overlooked days after Christmas: How can we carry the hope of Advent into the New Year? How can we carry this hope as we await Christ’s second coming?

#### **Home and Heart Preparation**

DIY Christmas Home Decor: Explore how the act of decorating our homes for Advent can deepen our spiritual anticipation and create sacred spaces.

Share creative traditions or handmade decorations that invite intentionality and beauty into the season.

#### **Embracing Slowness Amid the Rush**

How does cultivating a slower pace during the bustling Christmas season help us encounter Christ more fully?

Practical strategies or heartfelt reflections on fostering quiet moments and meaningful traditions.

#### **Personal Essays & Reflections**

Stories of waiting in your own spiritual journey: How has a season of waiting shaped your faith?

Reflections on the divine in the ordinary moments of the holiday season.

# AWAIT

## ABOUT THE THEME

### **Poetry & Prayers**

Original poems inspired by the theme of awaiting Christ's coming.

Prayers that evoke the wonder, longing, and hope of Advent.

### **Recipes**

Simple, nourishing dishes that bring warmth and connection to the holiday table. Recipes should include a brief story tying them to family traditions or spiritual reflection.

### **IMPORTANT NOTE:**

These topics are not a complete list of what we will accept. Should you wish to submit an article that fits the theme but is not included in this section, we welcome any submission that fits our article categories. Please defer to our article categories for specific word count guidance.