Strain Insider Guest Post Guidelines

Tip: Use Google Chrome add-on Grammarly for spell-checking.

Article length: 600-1200 words

What we are looking for: Informational/educational articles about cannabis, unique perspectives on current cannabis events or businesses.

What we are not looking for: News articles, promotional articles

What's in it for you: Link to your business in the author bio, you may also link to one of your articles in the text if there is a fit.

What your article should be:

- Grammatically correct / free of typos
- Free of plagiarism
- Use quotes, studies and examples from current events to back up your points
- Link to your sources, use hyperlinks when readers could be interested in learning more about a certain topic
- Light in self-promotion

Style Guidelines

- **No serial commas**: apples, oranges and bananas -- not apples, oranges, and bananas.

- **The dashes we use have double hyphens and spaces**: The CEO -- whom the board tried to fire -- addressed the scandal. We don't use em dashes or, heaven forbid, hyphens for dashes.

- **Appropriate sourcing of quotes:** This means that quotes should be attributed to a source, e.g.:
    - "Blah, blah, blah," Warren Buffett told me in an interview -OR-

    - "Blah, blah, blah," Warren Buffett said in an interview with the New York Times.

- **Use one-sentence paragraphs sparingly**. Too many makes your piece clunky. Two to three sentences is an ideal paragraph length.

- **Percent is used as a word**. Never use %, except in charts.

- **Subheads** (copy that breaks up long chunks of text) should have the same, parallel format.

- **Don't use links in subheads**. Use them only in your text.

- **Don't capitalize the words in subheads**, after the first word.

- **A company or organization or government agency is an "it,"** never a "they." For the possessive pronoun, when you refer to possession by a single person or company, use "its," not "their." Similarly, when you write about a company's web audience, mention "the audience's members" before saying "them." An audience is not a "them."

- **Be consistent:** If you start with the pronoun "you," stick with it. Avoid mixing "we," "I," "he/she" and "you" all in the same article.

- **Be consistent, Part II:** Stick with the same verb tense throughout. Remember that the present perfect tense ("That company has followed the same policy for years") expresses ongoing, habitual action.

- **Check for repetition of the same words**, points and themes. That's just poor writing.

- **Numbers under 10 are written out** (unless appearing with the word "percent.") Numbers 10 or higher are written as numerals (unless they start a sentence). Years are always expressed with numerals. Use "more than" rather than "over" with numbers.

- **Check quotes with reliable sources**. Brainyquote and unedited blogs are not reliable.

- **If you must use jargon**, particularly abbreviations and acronyms nobody else knows, spell these out on the first reference (followed by the abbreviation in parentheses). Avoid "SMB" altogether. We don't like that one. In fact, we hate it.

- **Names:** For the first reference, use the full name: Mark Zuckerberg. For subsequent references, use the last name only. Even if Mark Zuckerberg is your best friend, even if he was the best man at your wedding, don't call him "Mark" in copy.