

# WISDOM *of* *the* WOUNDED

## Editorial Guidelines

### WOTW Ministry Objective

Wisdom of the Wounded is a non-denominational self-funded Christian ministry. Our mission is to reach out to, inspire and equip people to “care well” for others in all of life’s everyday situations, especially those who are facing a difficult situation.

### Website Objective and POV

The Wisdom of the Wounded website serves as the ministry’s hub for readers and radio listeners who want to learn more about how to care for others. Just as all merchandise in a specialty boutique should help favorably promote the boutique’s brand, so too should the WOTW “merchandise” - which is our content. The following editorial guidelines will help contributing authors spread the message of caring well in a way that is consistent with the ministry’s brand.

WOTW’s primary readers/listeners are mature adults who could benefit from added knowledge about how to care well when their friends and relations are experiencing a challenging situation.

Our website’s point of view (POV) is:

- Faith-based
- Warm and welcoming
- Professional
- Supported by the expertise of people trained to care for others

### What Makes for a Great Blog Post?

Often, people don’t know what to say or do when someone they care about is in pain. People come to our site seeking specific “how to” help from a warm, professional, and caring source of support.

Our most helpful blog posts provide at least one of the following:

- Specific suggestions for “what to say/do” when someone is suffering
- Resources that help readers learn more about a challenging topic such as abuse, divorce, or coping with a difficult medical diagnosis
- A personal and authentic story about a struggle someone has experienced

Posts like, [What Do You Say in a Funeral Line?](#) and, [Caring for a Friend Who is Sending a Child to College](#) perform well because these words that people typically type into Google -- and these posts give very specific “how to” information that help the reader.

# Want to Write a Post for Wisdom of the Wounded?

Before you pitch an idea to us, keep these tips in mind:

- What is the key “care well” message of your post?
- Does your message help in at least one of the following categories?
  - Abuse
  - Challenging Relationships
  - General Caregiving Tips
  - Grieving
  - Illness
  - Difficulties During the Holidays
  - Homelessness
  - Mental Health
  - Parenting
  - Self-Care
  - Substance Abuse
  - Trauma
  - Veterans

## Ideas to Get You Started

- Think about the heading of your post: will it draw readers in?
- Do you have expertise in caregiving? For example, do you have a background in counseling, pastoral care, or social work?
- If you aren't a care-giving expert, do you have a personal story that you can share in a heartfelt, yet professional way?

A simple format that our authors often follow is:

1. Open with a brief, eye-catching “hook.”
2. State the challenge
3. Offer a tip to help overcome the challenge.
4. Brief summary.

An example of this format is featured in [Multiple Choice Caregiving](#).

Questions? Contact the ministry's content editor:

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Good luck and we look forward to hearing from you!