



Alcohol Ink Art Community Contributor Guidelines & Agreement

Contributor Requirements

Contributors must meet the following requirements:

- Contributors should be established “thought leaders” or show experience quality in the field of alcohol ink art.
- Contributors must agree to **contribute at least one exclusive, high-value members-only content piece** (article, high-quality blog, download, video, etc.) per quarter. See members-only content guidelines below.
- Contribute **one exclusive blog post or article per quarter for a public-facing blog**. These articles cannot be promotional and need to add value to our audience. Titles should include action words and be enticing to the reader. Blog posts will be shared heavily in social media and contributors will be encouraged to share, as well. Each post or article will include an author bio, which will link to Contributors profile, as well as one other location of your choice (i.e. your website, Facebook page, Instagram account, etc.).

Contributor Guidelines

We pride ourselves on providing our community with timely, high quality and valuable content from some of the best alcohol ink artists in the industry. To maintain these standards, we ask our contributors to adhere to the following guidelines:

Content Guidelines for Public-Facing Blog Posts:

1. All public-facing blog posts must be at least 300 words and may contain relevant images, videos, and outbound links that improve the overall experience of our community. Irrelevant hyperlinks and “spammy” content will be rejected. See **Linking Guidelines** below for details on what is allowed for outbound links.
2. Post Titles should include action words and be enticing to the reader. Creativity in titles is encouraged.
3. Keep your focus on being useful and informative. Posts may not be self-promotional. Contributor’s author bio will be automatically inserted into their posts and will include a link to their contributor profile on the community website, a link to the contributor’s website and an invitation to “JOIN the COMMUNITY” using that contributor’s unique link, **so that the contributor can earn commission on any membership generated from their blog post**.

Within the Contributor profile, Contributors are welcome to include a relevant call to action (CTA). This may be either image- or text-based (1-2 sentences). Additionally, there will be links provided to contributor’s website and social media channels (i.e. Facebook, Twitter, Instagram, Pinterest, etc.) within



the Contributor's profile. Contributors will have access to their artist profile for editing and are responsible for keeping that information updated and current.

4. Author bios for individual contributors must be placed in the user profile and *may not* be included within the text of the post itself.

5. All posts are manually approved by the community administrator. While we review each post manually and may adjust formatting as needed, posts requiring heavy editing may be rejected or sent back for editing as needed.

Please note that when edits are needed on any submission to make them meet our guidelines, it will take longer for those posts to publish.

6. We take plagiarism seriously. All contributors are responsible for the originality and accuracy of their submissions. Any contributor found to be plagiarizing his or her content will be subject to asked to remove that content. If repeated offenses occur, contributor will be stripped of contributor privileges.

7. Content should be relevant to our audience – *basically the art community.*

8. Syndication. We syndicate content published on the Alcohol Ink Art Community Blog to social media channels, including Google, Facebook, Twitter and elsewhere. Please proofread and edit your posts carefully before submitting, as in some cases, the posts may be syndicated as they were originally published on the blog.

Please allow one week for posts to go live. We may stagger posts strategically to get you, the contributor, the most exposure.

Linking Guidelines for Public-Facing Blog Posts:

1. No more than 2 links should point back to any domain per blog post.

Acceptable links:

- Relevant articles and blog posts
- Research or data
- Resources that will genuinely benefit the reader and make sense in the context of the post

Unacceptable links:

- Affiliate links
- One's own website links (homepage, About Us, Contact, Prices, Products, etc.) for promotional purposes. The author bio at the end will include a link to author's website, plus a link to their contributor profile. Links to relevant resources within author's website is permitted, up on approval.
- Product/service/pricing pages
- Company social profile links — please place these in your profile instead. The contributor page, which is linked at the end will include these!



2. Please do not use repeat links or repeat keywords/anchor text.
3. We reserve the right to remove or no follow any link at our discretion.

Content Guidelines for Exclusive Member-Only Content

For members-only content (blog posts, articles, how-tos, videos, etc), the requirements on size and length are removed. Contributors have creative freedom with just a few simple rules.

1. Content cannot be self-promotional. However, we do encourage you to end each piece with either your own call to action, a reference or link to your contributor profile on the site OR invitation to take your own private class.
2. Content must not include outbound affiliate links where you earn commission for recommending a product or service.
3. Content should preferably be exclusive to the community. However, we understand that in some cases, you may need to repurpose items in your own classes and training. **We are ok with that!** We would just like to maintain the integrity of the private content, so that it is unique and not readily available everywhere. For example, if you create a video on how to paint a tree, make it a new recording exclusive to the community, but not one that you have available for public consumption on YouTube or on one of the open Facebook groups – even if it has the same level of detail. Same for how-to articles, etc.
4. Content should be relevant to our audience.
5. Any downloads, documents, presentations, spreadsheets, etc. should give attribute to the AlcoholInk.Community website with an inbound link. (Can also include your branding and call to action (CTA), as well. We don't care, as long as the community receives a mention!

Any content may also reference and link to other resources within the community that are relevant to the content.

All members-only videos will be posted to the Alcohol Ink Community private, secure video server, so that we can control access and monitor statistics.

All members-only articles, images and blog posts will be posted on our secure, content protected platform.

Full courses with multiple pieces / modules / lessons are also encouraged and can be presented on the site within the training / classes area. Contributors providing this level of instruction will receive additional benefit through increased exposure AND a more prominent call to action.

Acceptable Forms of Content

For the membership-only section of the website, we will except the following types of content:

- Articles

<https://alcoholink.community> * mktg@alcoholink.community



- Blog posts
- How-Tos
- Video Tutorials (Must be at least 3 minutes in length)
- Images
- Infographics / Charts
- Sharable images. (with your logo or brand stamp)
- Presentations/Slideshows
- Spreadsheets
- Formulas or Recipes
- Any creative way to share knowledge

Contributor Benefits

Contributors will receive:

1. Free premium membership to the Alcohol Ink Art Community
2. A dedicated contributor page all about you!
3. Brand promotion. We promote our contributors and their brands! Contributor profiles will continuously be promoted on Facebook (public page), Twitter & Instagram on a regular basis.
4. Contributors earn 20% commission from any person sent to the community that signs up for premium membership within 60 days of initial visit. Memberships are recurring... either monthly or annually. Contributors earn commission each time that person pays for as long as they are a member. Contributors receive a unique contributor link that can be used to promote the community. If a person visits the website from that link and signs up within 60 days, the contributor earns a commission. Contributors can monitor the status of their earnings through a private secure report on the community website. There is a \$15 earnings threshold for payments, \$25 if you request payment by check. Commissions are paid through PayPal. Other payment arrangements are available upon request.



Agreement

In understand and agree to the outlines and requirements stated above.

Signed: _____ Date: _____

Name:	
Company Name:	
Address:	
Email:	
Website Address:	

As founder and administrator of the <https://alcoholink.community>, I agree to enforce and honor the terms set forth in this document.

Signed: _____ Date: _____

Laurie Williams (founder)
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