

CONTRIBUTORS WRITING GUIDE

It has been established that there will be **6 categories** for articles being published on the platform including: Start, Thrive, Innovate, Economy, Inspire and Lifestyle posts.

Startup

The startup category will include articles that will aim to guide aspiring entrepreneurs to launch their businesses.

Thrive

Thrive will include articles that provide new entrepreneurs with the strategies needed for them to succeed in the marketplace.

Innovate

Innovate category will include articles that explain how to utilize technology in growing your business.

Economy

This category will include articles that discuss events/policies as they unfold across Africa and their implication to small and medium sized businesses in the region. Economy will also include topics on personal financing and maximizing income.

Inspire

This category will include motivational articles that will inspire the readers to push for success. They will come in form of success stories and interviews.

Lifestyle

This category will include tips on cost-saving strategies, health and wellness and any useful information that can improve the lifestyle of our readers.

Note: An article can have more than one category. For example, an article can be tagged under Start and Economy.