

2020Contributor Guidelines

www.liisbeth.com

LiisBeth

LiisBeth welcomes queries from feminists of any gender from diverse communities including BIPOC, trans, and those who identify as nonbinary. That said, we prioritize submissions from womxn and in particular, womxn from BIPOC and differently abled communities because research shows womxn across the board experience discrimination in a still, white, male media dominated world. Our channel aims to help correct that imbalance.

We look for well-written, edgy, positive, well-informed articles that explores emerging concerns, raises key issues, and offers readers' a feminist's perspective on entrepreneurship, raising capital, innovation spaces, how to run a feminist enterprise in a patriarchal world, and business practices that align with feminist values.

Our readers span the gender and age spectrum. They are primarily womxn (we use the term "womxn" to indicate a definition of womxn that is trans and nonbinary gender inclusive). entrepreneurs who either self-identify as feminist or are curious about the issues. They are well-educated (majority with post-secondary degrees) and informed, are concerned about gender equity, rising inequality, anti-racism, anti-Black racism, social justice, and the environment, and are interested in experimenting with new models, possibilities and approaches to doing business. Their goal is to ultimately transform capitalism and in turn, evolve how we live, love, work and play.

We enjoy quality writing that is highly readable, positive, well researched, and creative. We encourage writers to tackle big and even controversial ideas, but do so with wit, style, balance, and respect. We are not an "angry" platform. Profanity -- in context and if required -- is acceptable.

SUBMITTING YOUR QUERY

Please submit your story idea to publisher@liisbeth.com, and type the word QUERY in the subject line along with either PROFILE, INVESTIGATIVE, ISSUE, SERVICE to indicate type of article.

PLEASE MAKE SURE TO OUTLINE WHY THIS PIECE WOULD BE HELPFUL OR OF INTEREST TO FEMINIST ENTREPRENEURS.

Make sure to submit a link to your best writing sample—and, any feminist writing you have done in the past.

If you do not hear from us in 2 weeks regarding your query, please follow up, or feel free to sell the story elsewhere.

EDITORIAL FRAMEWORK (May change from time to time)

SECTION	APPROACH	DESCRIPTION
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OUR VOICES	Profiles Interviews “As Told To” Stories Personal Essays Opinion	Stories about people, individual Feminist entrepreneurs, researchers, through leaders, their journey, their ideas, experiences, and viewpoints.
SYSTEMS	Investigative Reporting - surfacing an issue Policy critiques Research Reports/Insight Summaries Opinion Critical Reviews & analysis	Well researched stories about issues, concerns and conscious criticism of the “space”—and the systems that shape it. Economy, Politics, Culture, Education, Government, Feminist Thought Leadership, interviews,
BODY AND MIND	Interviews Opinion Personal Essay Investigative Reporting (P) on health issues of concern to women, LGBTIA2SPOC	Wellness, Health, Food, relatable to life of entrepreneur, how to stay resilient, focused, self care
REVIEWS	Review (E, A)	Book; Film; Theatre; Concert; Podcasts all through lens of feminist entrepreneurship. 400-800 words
ARTS & LETTERS	Comics Illustrations Spoken Work Audio Poems Art *P, E, or A.	Looking for art to illustrate features/articles, plus stand alone pieces that serve as commentary or inspiration to our readers.
ACTIVISM/ EQUALITY	Opinion-E, P Investigative P Profiles E, A, P Observations P, E, A	Highlighting social and environmental justice political issues of concern/interest to feminist entrepreneurs; the work of fem-Ent activists, etc. 300-600 words

2020 THEMES WE HAVE A PARTICULAR INTEREST IN:

Editorial Theme Priorities 2020

Story ideas we want
more of!



1

Eco-Feminism

Feminist enterprise/innovator responses to climate change-related challenges, environmental issues, environmental restoration work, climate change policy etc.



2

Indigenous Feminism/Decolonizing Entrepreneurship/Innovation/Business

Decolonizing your enterprise, leadership, governance, operating practices, indigenous feminism and entrepreneurship concepts/101



3

Ecosystem Design, Engagement, Mapping

Creating supporting ecosystems is a core feminist enterprise/innovation concept. We need examples. Stories about coops, collectives or other enterprise ecosystem examples plus stories on ecosystem-based marketing and budgeting, and metrics



4

Feminist Approaches to Wellness, Mental Health, Resilience, Avoiding Burnout

Pleasure, accessible wellness ideas, meditation, exercise, resilience, embodiment, trauma informed management etc.



5

Critical analysis, op-eds, accountability articles on entrepreneurship, innovation, urban planning, govt policy & trends, election (U.S.)

Articles that hold those in power accountable/speak truth to power.

Examples of other topics we are interested in:

- Feminist business practices-what makes a business a feminist business?
- Funding a feminist venture

- Feminist views on future of our economy, systems, world, visions for the future.
- Gendered Innovation
- The entrepreneurial eco-system: how well does it serve? Opportunities to improve?
- Cultural, social, gender bias and entrepreneurship
- Policies, laws, institutions—how well do they serve interests of today’s social justice led entrepreneurs?
- Decision making and choices faced by feminist entrepreneurs
- Success stories, failure/triumph stories
- International experiences with feminist entrepreneurship
- Entrepreneurship and ageism
- Sexism in entrepreneurship space
- First Nations entrepreneurship
- LGBTQ entrepreneurship
- Women of Colour and entrepreneurship
- Ableism and entrepreneurship
- Women entrepreneurs and the environment
- Caregiving, family, and impact on entrepreneurs;
- How media portrays entrepreneurs and entrepreneurship
- Inequality in entrepreneurship
- Lack of industry diversity in women’s entrepreneurship: entrepreneurial ghettos, innovation spaces
- Access to capital

Things to note:

- We do not accept queries that are currently being considered by other publications.
- If you want to pitch a story, we need a query or idea summary which includes brief summary (150-250 words) plus the opening paragraph or nutgraph, and how you plan to go about researching for the piece (if appropriate). If you are new to us, please also send a sample of previously published or your best work from your blog or website.
- If the idea works, we will engage with you. We’ll talk about your intended approach, length, and other relevant things. If you have actually completed the piece, after we’ve talked, tell us if you think it fits the criteria we’ve outlined. Then we’ll be happy to read it, provide feedback, and you can decide if you’re prepared to make any changes. But, please, don’t send the whole manuscript to start.
- Send queries and pitches and questions to publisher@Liisbeth.com
- We receive a high volume of article queries, and regret that we cannot guarantee a response in every case.

Publishing Dates

We generally refresh our magazine site monthly around the third Tuesday of each month.

Getting Paid

We pay with 7-14 days upon acceptance of the article, illustration, or piece. Acceptance will be confirmed via a signed contract. Please send query which includes an overview of your story idea, the proposed opening paragraph or nutgraph, plus a brief overview of how you plan to research or develop the story, plus samples of previous writing.

Rates will vary depending on:

- the type of assignment (e.g., magazine article, speech, marketing report)
- the writer's skill, background and experience
- rights licensed to the client
- the number of words and/or time the project requires
- the number of interviews and research needed
- the types of rights being purchased

TYPICAL RATES FOR LIISBETH:

- \$500-2000 CDN for any assigned or accepted query for complex or well researched long form narrative **features** of 1000-2500 words
- \$350-500 for assigned/accepted queries for interviews/profiles between 500-1000 words
- \$150 for all other accepted short articles (350-500 words) or reprints from amateur, emerging and professional writers.
- Generally, \$150 for accepted but non-commissioned illustrations, poetry, art, spoken word audio clips; Commissioned work rates are negotiated.

*** international submissions will be based on recommended writer's union rates/or freelance association rates in that country.*

- All contributors will receive a profile under our "Contributor" tab on our website. The profile includes photo, web link field, brief description of who you are and your work. We want to help promote your work, and we hope in turn, you will promote ours as well!
- Contributors will also receive complimentary invitations to our IRL experiences including Salons and Field Trips. Once a year, we will also hold a Contributor meet up, with yes, wine/beer/food so you can meet each other, as well as our readers, advisory board etc. If you are looking for a cool feminist entrepreneur community to become a part of, we hope we can fulfill that need!

Rights

We believe in fair and equitable exchanges between creator and the magazine. We philosophically operate with a continuum in mind. The more rights we ask for the more we pay, and vice versa. For more details, please contact <mailto:publisher@liisbeth.com>

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