



KUEL LIFE THOUGHT LEADERS

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Thank you for your interest in becoming a Kuel Life, Thought Leader. Kuel Life pledges to NORMALIZE AGING for women by delivering meaningful, relevant, curated content and women-driven brands.

Kuel Life encourages women to support women-driven brands and offers a Purchase With A Purpose online shop. Our Thought Leaders deliver timely, informative articles on topics unique to midlife. Kuel Life celebrates, empowers, and inspires modern, mid-life, women.

The Kuel Life platform integrates informative articles and story-telling in a cohesive way to inspire women to interact with one another and support women-driven brands through intentional shopping.

Kuel Life offers content which we believe instills confidence and loyalty within our community and a desire to work with, or support, its contributors. Membership is required from all Kuel Life Thought Leaders. The \$9.99/month is less than a Netflix subscription and helps offset administrative costs. Links within the article need to be contextual and pertinent to the subject matter. Please submit a short, third-person bio and a headshot to be used in the ABOUT page and at the bottom of your article. Feel free to include any links back to your own website, social media channels, or projects in your bio. Each article will be reviewed for relevance, grammar, and tone. Any material deemed offensive by Kuel Life will be rejected.

Welcome to the Kuel Life!

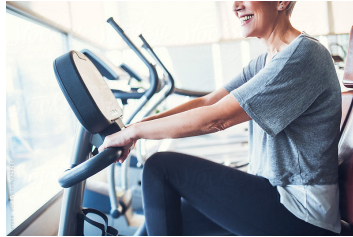



Founder/CEO, Kuel Life

Kuel Categories



Health, Nutrition, & Recipes



Fitness



Home/ Down-Sizing



Dating/Grey Divorce



Empty Nest/ Teens/
Grand Parenting



Money



Aging/Losing Parents



Beauty, Style & Fashion



Healthy Aging



Long-Term Relationships



Career



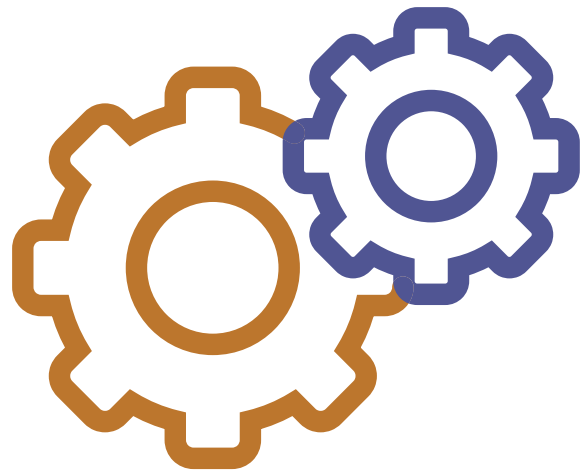
Travel

Becoming a Kuel Thought Leader



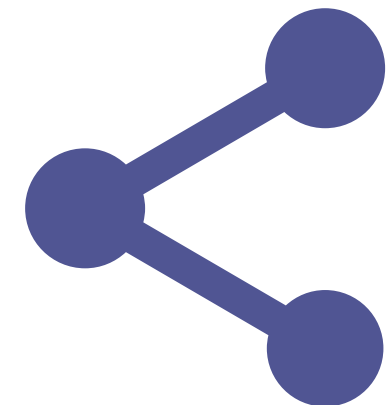
Who are we looking for?

Experienced, trained professionals who have a proven track record in their field. The goal is to further establish our expert as an industry thought leader; all the while augmenting the value for women in midlife & beyond and Kuel Life members.



As a Thought Leader you provide one meaningful, relevant article monthly, every other month, or quarterly. Members will be able to ask questions, add to the conversation, and engage with you and one another through member forums. Some content, and/or value-added downloads may be restricted to Members Only. These will be decided between the Thought Leader and Kuel Life.

How It Works:



Magic In Connection:

You will be included in the Kuel Life Thought Leader Facebook Group. This is a wonderful place to find and collaborate with other powerhouse women. Many of our thought leaders have already found ways to connect and work with one another to make even MORE MAGIC happen.

Why JOIN Kuel Life?

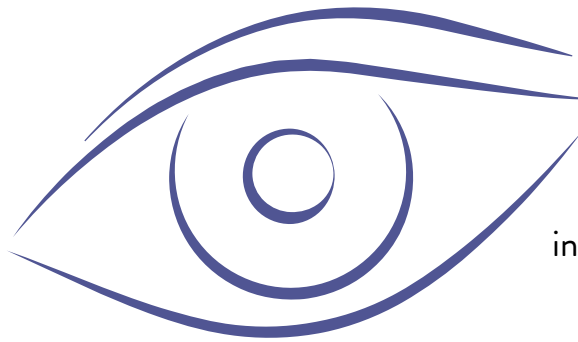


Our Demographic:

The Kuel Life woman (45+) is experiencing pivotal changes across the board - from physical to family structure to career. These women are looking for and are in need of information, inspiration, and motivation. This can come from your articles, your interactions with members in the Kuel Life Members Group, and through live conversations in our Second Act Sisters Club on clubhouse..



Maximum Visibility:



We offer not only a platform for your article in your CATEGORY section, your article will be showcased on the landing page of Kuel Life's website and will be promoted through the appropriate Kuel Life social media channels; which may include, but are not limited to: FaceBook, Twitter, Instagram, YouTube, Pinterest, Clubhouse, and LinkedIn.

You may provide links back to your website, blog, social media channels in the 'About The Author' section. Your headshot will be included as well. Be aware, Author bio is not allowed within the content of the article. You may also, if you have a product to sell, be included in our SHOP section.



We Support You:

We want our community of women to embrace your expertise and any services or products you offer in the SHOP section. Kuel Life does this with our website, social media exposure and by driving traffic to our site through SEO, PR, Facebook ads, Clubhouse, and sponsored partnerships.



Marketing Assets/Opportunities:

Make use of our Kuel Life Expert Badge on your site, email signature, applications to speaking engagements, Linktree, etc. Link your badge to your VERY OWN PAGE on Kuel Life. Utilize the Second Act Sisters Club on Clubhouse to get your message out. Host your own room or setup a day/time to co-moderate with Jack!

Special event or promo? Reach our Community through our Member Moments Newsletter published once a month. It's a great way to reach your audience.



Content Quality:

The articles must be 100% original and unique. The content must not have been published anywhere else prior to submitting to Kuel Life. We will not accept any responsibility for any copyright or ownership infringements made by contributors. We reserve the right to edit your post to fix any spelling errors or grammar issues.



When a study or research appears in your content, it is imperative to include its source. All links for these sources need to be scientific, academic and/or reliable papers. Put the link in square brackets and number them [1] [2] [3]... Please include at least two references for the information that you are offering. Make certain that your sources are reliable and properly backed up.



Sources:

Content Quantity and Word Count:

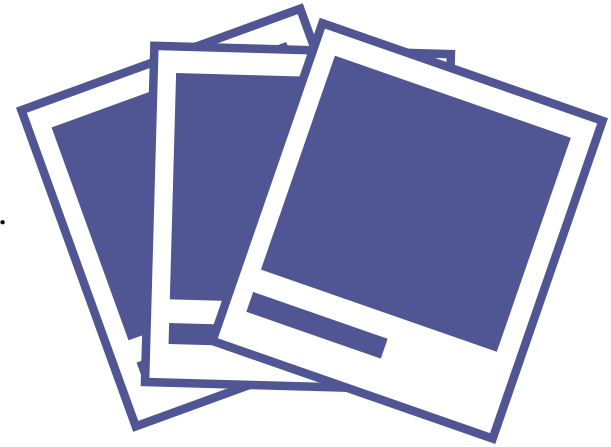
The minimum number of words may vary depending on the subject matter. A video and/or a recipe may only need a short 300 word introduction. All videos submitted must have good production value and be less than two minutes. A fashion slideshow may only require 25-word captions. In general, all blogs should stay under 800 words - exceptions can be made on a case by case basis. For best SEO a minimum of 300 words is required.



The Fine Print

Images:

The Kuel Life team will source a high-resolution photo, relevant to the article. If you have an image you want considered, please submit landscape orientation photography. If photo credit needs to be given, please submit the name and social media handle for your photographer. Please avoid copy write protected images.



Disallowed Content:

NO material consisting of or promoting; discrimination of any group, violence, hate speech, politics, etc. will be tolerated. We do ask that all material be original and as always, plagiarism is not allowed. Please do NOT simply cut and paste articles from personal sites, etc. Our content must be original and not published elsewhere.

Social Media Shares/ Co-Branding:

Posted articles will receive publicity through Kuel Life's social media channels. Co-branding is expected and Kuel Life links to the published article and/ or video will be shared on any of the author's social media platforms. Please include your article, with a link, in your email campaign to your audience.

