



# The Roots Of Loneliness Project

## The Roots Of Loneliness Writer's Brief

By: Chris Fernandez – CEO

### Introduction:

We've embarked upon a passionate mission: To grow The Roots Of Loneliness Project (ROL) into one of the most trusted authorities for loneliness and all the 80+ subtypes that we've found.

We realize this mission by creating both long and short-form content that is informative, engaging, and medically accurate:

### The Opportunity:

In order to continue executing this vision, we are looking for amazingly passionate writers to share their life experiences, interests and willingness to help others in the form of engaging, well-written, trustworthy, thoughtful and approachable content.

### We're looking for someone that:

- Craves knowledge, truth and understanding
- Loves distilling information and sharing stories
- Has a unique voice and personality

- Can express ideas and topics in engrossing and fluid ways
- Wants to contribute to a larger community
- Cares about mission irrespective of compensation
- Doesn't shy away from a challenge
- Is passionate about creating deeply meaningful content

### **The Logistics:**

In order to create the very best experience possible for our readers, content will be crafted in a specific way that resonates with our audience and stands the test of time.

### **Here's how this will work:**

- You will write on topics you're already passionate about, interested in, or curious enough about to challenge yourself to learn.
- You're also able and willing to write about topics that perhaps you aren't as excited about or don't know much about, but can step in to take on as if they were your own.
- You can write detailed articles that will convey complex or sometimes emotionally charged topics, ideas or subject matter in an approachable manner, through empathy, compassion, humor and expertise – as if the person reading the content were talking to a friend, a knowledgeable friend they trust
- You have a unique “voice” and style. However that manifests, the writing should feel like YOU and be recognizable to your audience and true to who you are.
- You are able to write in an unbiased manner when appropriate. While you can be passionate about a topic, you should also strive for journalistic integrity and not to further your own agenda – unless it is an article written about a personal experience where there is a natural bias implied and intended.

- You enjoy researching and confirming elements of your writing for complete accuracy using citations, HARO or other sources for unique quotes from experts or those directly involved in the topic to lend credibility or personal anecdotes; utilizing links to authoritative websites where appropriate; and understanding how to provide more information and context to a reader where necessary.
- You are comfortable using elements of producing memorable content or aren't averse to learning how to create content that resonates with humans and search engines using formulas when they work (e.g., listicles, reviews, infographics, interviews, etc.).
- You are comfortable following a **detailed** Style Guide for how we want things done, learning how to write for the internet and using best practices – spacing, wording, using images when appropriate, linking to other websites, embedding videos, using citations, SEO, etc.
- You enjoy crafting not only the written words within an article, but also visualizing where the appropriate images, infographics, videos, or other visual elements fit to make your piece more impactful and resonant.
- You can commit to writing at least 1 long-form article per month, or 2-3 shorter articles per month.
- You are comfortable writing both short pieces (around 500 - 2,000 words) and pieces that are over 2,000 words, and closer to 4,000+ words to fully flesh out your article – in other words, as long as it takes.
- You never take constructive feedback or editing requests personally, and always take a collaborative approach to ensuring your content is the best that it can be.
- You understand there will be a ONE-article trial period to ensure that your writing style fits what we are looking for, and we can foster a great working relationship.

- You are prepared to write a brief 1-2 paragraph introduction and bulleted outline of your given topic and submitting it for approval/direction before embarking upon writing the entire piece for articles longer than 2,000 words.
- You understand that if your writing style or working relationship aren't the right fit for ROL, we will likely decide to move in a different direction quickly.
- You feel that great writing takes time, planning and forethought – as well as inspiration, passion and excitement. As such, you are committed to ensuring your content is a complete success and are prepared to do whatever it takes to see the vision come to fruition.
- If you wish to remain anonymous as an author, you can use a “Pen Name”. However, all authors will have a byline and picture, so we'll include an image that you are comfortable with and a bio that is general and doesn't contain any personally identifiable information.
- We will teach you anything you do not know. All we really care about is that you are great at distilling what's inside your heart and mind into an easily consumable form, and doing research to find out what you don't know, or to back up your assertions.
- Finally, you have written content you can proudly point to as a resume to help us get to know you, your writing style and qualifications. It's not a deal breaker if you don't have something, but preference will be given to those that do. If you don't, this makes the 1-2 paragraph outline even more critical for our first writing assignment, as well as your introduction email to us.

### **Writing Examples:**

Now that we've laid out this amazing opportunity and some of the logistics that come with it, we'd like to point to some examples of the

type of content you'll be expected to produce. Simply visit our website at:

<https://www.rootsofloneliness.com>

### **The Compensation:**

I put this last for a reason – I don't want anyone writing for us who is only focused on getting paid.

### **LET ME BE CLEAR:**

- **This opportunity is NOT intended for everyone**

Oftentimes potential writers get very excited about the compensation, or other aspects of this position without fully grasping or understanding the undertaking of this endeavor, and wind up quitting after 1-2 articles with us.

We don't want that, and know that you don't want that either. So please read through this brief carefully and be honest with yourself and what you are looking for as a writer or freelancer at this stage of your career.

- **This opportunity might NOT be right for YOU**

We are not a content mill and do not aspire to be one.

If you just want to sit down at your computer a couple of hours a week, churn out a few thousand words, call it a day and wait for your paycheck, close this now and move on.

While this is a brilliant opportunity for someone to grow, learn and become a part of something larger than themselves, it might not be for you.

### **If you:**

- Skipped to this section
- Are under the gun financially

- Don't believe in the mission we are fostering
- Are used to working on content and churning it out quickly without an outline, planning, editing or feedback
- Are not passionate about what we do
- Don't take constructive feedback or editing well
- Or any other reason that will lead to inevitable conflict and resentment

→ Please do **NOT** submit your information for consideration!

While the pay structure below is well above industry averages for word count and authorship, we don't want anyone committing to this project just for the money.

High quality content is of the utmost importance to us, and oftentimes when one takes on a project solely for the pay, their performance inevitably suffers.

We want you to be PULLED to write for ROL, not PUSHED to do it.

### **Here are the compensation details:**

- **Pay structure:** You will receive a flat fee of either \$50, \$200, or \$400 per article, depending on the length and the work that is required.
  - Short articles – referred to as “Knowledge Base” (KB) articles – will be required to be around 500 words (sometimes more sometimes less).
  - Medium length articles – referred to as Knowledge Base Plus (KB+) articles – will be required to be between 1,000-2000+ words and include an outline beforehand, as well as light sourcing and quotes from HARO or other unique sources.
  - Our longest articles – referred to as Full-Length articles – are usually 2,000 – 5,000 words, require an outline beforehand, extensive sourcing and quotes, and should be as long as necessary to exhaustively explore a topic in a way that would benefit someone desperately looking for that information.

We believe in compensating you fairly for the work you'll do, and if you do a little bit of your own research, you will see that the above compensation is WELL above industry norms and averages.

In exchange however, we expect the very best content.

Simple rule of thumb?

If you wouldn't share your own article with everyone you knew, it's probably not good enough for our vision and editorial standards.

- **1099/W-8 status:** We will be paying you as an independent contractor AFTER we pay for your first "trial" article to make sure you are a good fit for ongoing work.

You will be responsible for paying your own taxes and reporting your compensation from us on your income taxes.

This also means that we'll need to know your real name, address and social security number for reporting purposes.

You do NOT have to divulge that information (your real name) to our audience or other fellow moderators and admins or the rest of the team, it will be kept confidential between us if you wish to remain anonymous.

- **Invoicing:** You will invoice us once your article has been through our final editing process and approved by our editor as finalized.
- **Payment:** Payment are made through PayPal or Venmo.

### Next Steps:

If you're as excited for this opportunity as I am to present it, then the next steps to ensure you'll be a good fit are to:

- Shoot us an email at: [Support\[a\]RootsOfLoneliness.com](mailto:Support@RootsOfLoneliness.com) (note to substitute the [a] with the @ symbol) with the subject line: **ROL – Writer Interest**
  - Send us what you think are the very best samples of your writing. If you don't have any samples to show, send us anything whereby we can get a sense of your style or voice – social media postings, videos you've made, podcasts, etc.
  - List 5 topics/subjects that you could write extensively about immediately that you feel would resonate with our audience. Then briefly explain how you would write about them to differentiate your article from anything that already exists in Google's search results for top pages with similar topics
  - The format of your email should be like the following example (short intro, writing samples (all hyperlinked, or enclosed if they are not published), 5 ideas, contact information):
- 

→ Writer introduction (Your personal note to us)

Writing Samples:

- The Journey of a Nepali Sherpa into the Pages of a Tintin Comic Book
- Chad's Youngest Radio Director rises through a V4P Radio Station
- Boko Haram Survivor dramatically reunited with Family through Radio Program
- Is Nepal No Country for Women?
- For Nepali Migrant Workers, the 2022 Fifa World Cup in Qatar Is a Game of Death
- How Syria Under Assad Senior Might Have Been the Safest Place in The World: 1995-1999
- Children Having Children: No School for Young Brides in Nepal

Other Works:

- Web Series Pilot (Writer, Co-Director, Editor, Producer and Actor)
- Podcast Sample on Multicultural Love

→ Topic Ideas:

1. **How to practice feminism when you come from a culture where you have to first be a daughter and wife before being a person?** I share a personal story of my best friend and I, and how our parallel lives have given us a nuanced understanding of our place in the



world: how we are navigating family expectations and our own voices, to get to a place from where we can uplift other multicultural women.

2. **I lost my sex drive after getting married and I know why: I miss the chase.** A personal story of how being a seductress has made it hard to adjust to married life, followed by a discussion of why the chase is so alluring, and how to insert it in the institution of marriage.
3. **What is self-care and should there be any limits to it?** The trend of self-care seems to have come to mean spending as much as one can on oneself for the 'gram. In my experience, it does not address the more important needs we have: of connecting deeply with others and of loving ourselves on a more spiritual level.
4. **How can you thrive in a sexist work culture as an ambitious woman?** Having worked in a variety of work cultures across the world (journalism, TV, nonprofit, tech start up, law firms), I share the dynamics that I have encountered and how these have shaped me to work with women to create a team of ambitious women that support each other.
5. **In the age of hyperconnectedness, what can we as women be less lonely?** I share my experience of working in a women's circle and how it helped me create a whole team of women to do beautiful projects with.

→ Other notes or information (Anything else you think we should know)

--

Writer name

Contact information

---

- Due to the volume of inquiries we can't personally reply to everyone. If we like what was submitted, we'll get back to you within 24-48 hours with next steps for moving forward

Thank you so much for taking the time. I cannot express how excited I am for this journey and what we're about to create!

Chris

A handwritten signature in cursive script, appearing to read "Chris F." with a period at the end.