

## COACHING TOOLS AND RESOURCES WRITING AND SUBMISSION GUIDELINES

### OVERVIEW

This document defines our guidelines for any submissions of coaching related tools and resources for publication on the [www.CoachingToolsAndResources.com](http://www.CoachingToolsAndResources.com) website. All questions, comments and submissions are to be sent to Noel Posus, Director and Master Coach at: [noel@coachingtoolsandresources.com](mailto:noel@coachingtoolsandresources.com)

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#### Invitation to submit content

Coaching Tools and Resources has been designed to be a portal for all types of professional coaches and other helping professionals, as well as the general public, to access as large a collection as possible of useful, practical and relevant coaching-related content.

Although we have a team of researchers and writers continuously creating and sourcing content, this is a large task and we welcome any assistance anyone chooses to contribute.



Therefore we also actively invite coaches and similar helping professionals and/or individuals with topic expertise and qualifications, to submit content which could be included on the Coaching Tools and Resources website.

**Please read all of the information in this writing and submission guideline document carefully!**

We fully acknowledge that you might be contributing content for one or both of the following two reasons:

- **Desire to Contribute** – You are inspired to support other helping professionals and you also personally benefit from the experience of creating and sharing useful resources.
- **Commercial Interests** – You would like to gain more exposure for yourself, your brand, products, services, etc and contributing to the Coaching Tools and Resources platform supports that objective.

We have no judgement about your reasons for choosing to contribute because our reasons for developing this website also encompass both of the above reasons.

That said, we ask you to keep both of these focus areas in mind as you create the content you wish to submit. For example, if your contribution is solely from commercial interest reasons and the content itself doesn't really support the work of coaches and other helping professionals, or their clients, then we have a values mismatch and your contribution will not be accepted until the mismatch is corrected.

There is more information about this in the Terms and Conditions section further in this document. We just felt it was important to identify this distinction early in the document to help inspire the desired focus as you continue to read through this material.

### Definition of a Resource Document

- **Resource Document** – A "Resource Document" is one where the content is educating on a particular topic and where there are coaching questions and/or exercises attached which could support the reader in their learning process.

These documents could be used by coaches to enhance their own professional knowledge and in most cases could also be shared directly with coaching clients without any further editing.

Some coaches may elect to learn from the resource document and then create their own coaching tools, questions and exercises on their own.

## Definition of a Tools Document

- **Tools Document** – A “Tools Document” is one where the coach could print out the document and use immediately with a client.

This could happen in a number of different ways:

- Printing just the template page at the end of the document so that the client only sees the template and not any instructions for use. In this case the coach provides the instructions to the client and/or there may be a brief instructions statement at the top of the template.
- Print the entire document so that both coach and client see the instructions for use and can discuss.
- The Tools Document is listed on our website as two separate documents, where one is a complete instructions document for the coach (it will be labelled as “Instructions” and the other is solely the template for providing the client.
- Alternatively, the coach could be inspired by the tool and decide to create their own branded version editing the content/structure as necessary and relevant to them, their business and the needs/styles of their clients.

## Submission of a Website Link

- **Website Link** – A “Website Link” is any link to any resource of any kind that can be found on the Internet.

This could include links to any of the following:

- Articles
- Podcasts
- Videos
- iTunes Applications
- Services
- Products

**NOTE:** We do not include links to an individual coach’s website(s) where the intention is to sell coaching services UNLESS the services are for training, mentoring or supervision for coaches OR where the coach is providing reduced-rate or pro bono coaching services to the coaching community.

Our reason for this distinction is that there are already many websites listing coaches that the general public can go to if they want to find a coach for a commercial coaching relationship. We do not feel the need to fill up our site with coaches trying to “sell” coaching to other coaches or the general public.

Instead, knowing that our primary “market audience” is made up of coaches and other helping professionals, we felt that it would be more appropriate to limit the number and type of coaches’ websites where the services being promoted are specifically tailored to the coaching community.

For coaches who wish to provide reduced-rate or pro bono coaching services, you can list your website and altruistic offer on the “Free Services” page on our website through the following link:

[http://www.coachingtoolsandresources.com/free\\_services](http://www.coachingtoolsandresources.com/free_services)

We are happy to accept website listings for coach training, mentoring or supervision as well as any other website where the services and/or products would be relevant to the coaching community in either direct or indirect ways.

**Acceptable Example:**

A website that is very useful to coaches is <http://www.MindTools.com>.

**Acceptable Example:**

A website that includes useful articles that coaches and/or their clients could benefit from. In such a case we would ask that each article be submitted as a separate website link as that’ll make the articles easier to find in the search engine function.

**Unacceptable Example:**

A website promoting Financial Planning services UNLESS the site offers a service specific to helping professional coaches with their own financial planning needs. The reasons we make this distinction include:

- Generic financial planning services can be found through a variety of other means and our website is focused specifically on supporting coaches and their clients.
- There are ethical considerations to be made before any coach could provide referrals to other services such as financial planning. We feel it is best left to the individual coach to work through these ethical considerations and determine their own policies and procedures for making referrals.
- **This applies to many types of referral services, not just financial planning. If in doubt, contact us first to inquire if the website link is appropriate.**

## Terms and Conditions

We're sure you appreciate that we need to maintain certain quality standards as well as sound ethical practices with regard to the information we post on the Coaching Tools and Resources website. With that in mind, please review and comply with the following:

- **Contribution** – You are contributing your submission without any need for compensation. Coaching Tools and Resources does not pay for content except in exceptionally rare instances where we might agree to pay a license or reprinting fee where it is absolutely necessary for us to do so AND the content is critical for inclusion on our site.

We prefer that content is submitted in the spirit of altruism and the desire to support our fellow coaches regardless of whether we list the resource in our free or premium sections.

Occasionally Coaching Tools and Resources may make a donation to a charity or other group in need as our way of "paying it forward" for any contribution you provide.

Further to this point, we request all individuals or organisations submitting content to also consider making either a contribution to our organisation to help fund the expenses of operating this site including the team of researchers, writers and technicians who make all of this happen, OR to donate to our nominated charity of World Vision as your means of "paying it forward". A contribution to us or a donation to World Vision IS NOT REQUIRED but gratefully accepted.

- **Attribution and Intellectual Property** – We require you to use the acknowledgement section of the Resource Document and/or the Tools Document templates to give appropriate attribution to the writers of the document and also including attribution to any sources used.

We are very strict on ensuring that the intellectual property you claim is yours must be yours and that you very clearly identify any information gained from other sources and appropriately attribute those sources and identify any permission those sources have given for you to publish their information AND to share it with us.

The acknowledgement section is also where we actively encourage you to promote yourself and/or your organisation in order to fulfil any needs/objectives you have for commercial promotion.

Please limit this self-promotion to the basic information about you, your products, services and links to those. Please do not put in any sort of time-sensitive offers as the document must be able to stand the test of time. The exception would be if you have special links devoted to just Coaching Tools and Resources users.

You retain the copyright of your own content. All of our documents include a copyright comment in the footer referring to the overall copyright of the document belonging to Coaching Tools and Resources. However, in the acknowledgement section you are encouraged to put in your own copyright message identifying that the intellectual property is yours and that you are granting permission to Coaching Tools and Resources to reprint your material.

Please explore examples of resources on our website and/or contact us with any questions you might have in this regard.

- **Templates** – You must submit your materials in the Coaching Tools and Resources template format. We’re not providing the actual Word template, but in the “Templates” section further in this document we are providing you with the template headings. Once we receive and accept your submission, we will reformat it to match our style guide.
- **Editorial Control** – We reserve the right to accept or decline any submission. We will always provide feedback regarding any decision we make to accept, decline or request revision of you submissions.

We also reserve the right to edit the document as required for aesthetics, spelling and grammar, formatting or other editing needs as we deem necessary. In most instances, such as minor editing, we will make these changes without consulting you or providing you with an opportunity to review the changes. However, if the changes we’re suggesting are significant in any way, we may contact you to either make the changes we require or to show you the changes we’ve made and ask for your input and approval.

We have NO WORD LIMITS but we do encourage you to ensure there is enough content, information and/or instructions to match the generic needs of our readers and/or users of our site.

- **Compliance with our Charter** – We require you to identify yourself as being aligned with the Coaching Tools and Resources Charter which you can read by clicking the link below:

<http://www.coachingtoolsandresources.com/about>

By “aligned” we mean that you believe in our charter and feel there is a values-match between us. We respect whatever process you feel you need to go through in order to evaluate that this values-match exists and therefore we are not providing any further instructions on this point other than what has already been written.

- **Compliance with the Coaching Tools and Resources Terms and Conditions** – We require you to honour and comply with our Coaching Tools and Resources Terms and Conditions in their entirety without exception. You can read this document by clicking on the link below:

<http://www.coachingtoolsandresources.com/content/terms-conditions>

If you have any questions regarding these terms and conditions please contact us through the details at the end of this document.

## Templates

All content is required to be written in Oxford English which is standard used by the majority of English readers around the world. Any content written in American English will be edited to match Oxford English. We would appreciate your attention to making this editing change prior to submission so that we are using our resource team more effectively and efficiently.

If your submission is not aligned with these template requirements we will send it back to you with the request to amend to our format or we will not accept your submission.

- **Resource Documents** – Please provide your content structured as follows:
  - **Overview** – This is a short introduction of the resource in approximately 100 words. This overview will be entered in our system as the description of the document that users will read when searching for resources.
  - **Content** – This is the body of the document and contains the majority of your content. There is no word limit here although please ensure you're including enough detail to be of use to the reader/user. You are more than welcome to include bullet points, pictures and diagrams. Please adhere to our attribution requirements on this.
  - **Coaching Questions / Exercises** – ALL Resource Documents must have coaching questions and/or exercises attached that would be of benefit to either the coach or their client (any user of the resource document) to support the learning process. Please explore examples from the existing resources on our website.

If you are not confident with writing coaching questions or exercises, or for any other reasons do not wish to write them, Coaching Tools and Resources are happy to write them for you. Please indicate your desire for us to do that at the time you submit content to us.

- **Acknowledgement** – This is the section where you list your information as the author and list any attributions to any other sources. If Coaching Tools and Resources are writing the coaching questions and/or exercises, we will add our own attribution for that portion of the content only below your attributions statements.
- **Tools Documents** – Please provide your content structured as follows:
  - **Overview** – This is a short introduction of the tool in approximately 100 words. This overview will be entered in our system as the description of the document that users will read when searching for coaching tools.
  - **When this tool could be useful** – Provide a brief statement about the benefits of such a tool AND ALSO a bullet point list of the specific benefits that COULD be achieved with this tool when used appropriately.

Please keep in mind that we NEVER guarantee results and that not all tools will have the same effect for everyone or will be appropriate for everyone.

Therefore we only use words such as “could” and “might” and “may” when listing potential benefits and outcomes of using the tool.

Please see examples contain in other tools on Coaching Tools and Resources for guidance if needed.

- **When this tool may NOT be useful** – As not all tools are ideal for every client in every situation it is ethical and appropriate that we also provide the coach/user of the document with information about when the tool MAY NOT BE the most useful tool or approach to take.

As with the previous section, provide a short statement about the potential inappropriateness of the tool AND ALSO provide a bullet point list of the specific risks or shortfalls of the tool AND ALSO provide with each of those bullet points any potential solutions or alternatives which might negate or avoid the risk.

Please see examples contain in other tools on Coaching Tools and Resources for guidance if needed.

- **Acknowledgement** – This is the section where you list your information as the author and list any attributions to any other sources. If Coaching Tools and Resources are writing the coaching questions and/or exercises, we will add our own attribution for that portion of the content only below your attributions statements.

- **Templates** – For this section list the names of any templates which are included in the document. List these as bullet points.

Then provide the actual templates. These will be printed on the pages following the section of the tools document where the templates are listed as bullet points. This allows the user to simply print those template pages as desired.

If the tool that you're submitting requires a separate instructions document from the template, such as with the example of a "Gratitude Journal" please state that in your submission. Coaching Tools and Resources will take the necessary actions to ensure these become listed as two separate documents on the website, one with instructions and the other simply the template.

Please see examples contain in other tools on Coaching Tools and Resources for guidance if needed. You can specifically look up "Gratitude Journal" to see an example of separate Instruction and Template documents for the same tool.

- **Website Links** – Please provide your content structured as follows:
  - **Overview** – This is a short introduction of the tool in approximately 100 to 150 words. This overview will be entered in our system as the description of the website that users will read when searching for coaching tools.
  - **Link** – Please provide the website link that we need to input for the users to access the site.

IF YOU ARE SUBMITTING A NUMBER OF ARTICLE LINKS FROM A SINGLE WEBSITE PLEASE PROVIDE AN OVERVIEW OF EACH ARTICLE AND THE APPROPRIATE LINK TO EACH ARTICLE SEPARATELY!

IF YOU ARE USING AN AFFILIATE LINK YOU MUST IDENTIFY THAT IN YOUR EMAIL TO US! We generally will only post links to the primary site, not the affiliate link of any individual to the primary site UNLESS it is our own affiliate link to the primary site.



## ACKNOWLEDGEMENTS AND CONTACT

This **Coaching Tools and Resources Writing and Submission Guidelines** document was written by Noel Posus.

Please contact Noel Posus, Director and Master Coach for Coaching Tools and Resources for any questions you might have AND to submit any content for our site.

You can email Noel Posus at [noel@coachingtoolsandresources.com](mailto:noel@coachingtoolsandresources.com).