

# Writing for AppStorm

# General Information

## What We're Looking For

We look for the following things in contributions:

1. **Expertise** – It really helps if you know what you're talking about!
2. **Web Writing** – Writing on the web works best when it's not too verbose, and makes use of lists and headings to break up the text.
3. **Cover Popular Apps** – It's best if your article relates to an app that is either reasonably popular or should be reasonably popular. We generally avoid anything which is very niche.

## Before You Make Contact With Us, Read This

1. It is entirely up to the editor to select articles for publication.
2. The article you submit is your original work and not published elsewhere. Please credit all sources, assets and use common sense.
3. Your article may be edited prior to publishing.

## If Your Article Is Accepted

1. You grant a license to Envato / AppStorm to be the exclusive publisher of the article online. You may republish extracts online – for example on your own site – however the article in its entirety should not appear elsewhere. You may also republish the article offline in any way you wish – e.g. sell it to a magazine, submit it to a book.
2. You consent to the full article, extracts, samples or examples from it appearing in other Envato sites, products and services.
3. Payment of an agreed rate will be made at the beginning of the month after your article is accepted.
4. You must have a PayPal account for us to pay.

# Types of Article

## There are three types of article you can submit:

1. An in-depth review
2. A roundup
3. A how-to

### An In-Depth Review

An in-depth review explores the ins and outs of each different aspect of an application, explains functionality in detail, and draws comparisons to competing software. An in-depth review must be at least 900 words in length, compensated at \$60.

### A How-To

If you know of an interesting technique, way of achieving something with a certain app, or want to share an interesting tip/trick, this falls under the How-To bracket. On the same lines as an in-depth review, these must be at least 900 words in length, and are usually compensated at \$60.

### A Roundup

A roundup takes a certain theme or category of applications, and offers an interesting list of all the software in this particular niche (along with descriptions, prices, requirements etc). Roundups usually include at least 20 applications, and are compensated at \$60.

**NB. Be sure to confirm a payment rate with your editor before you start work!**

# The Process

## Here are the steps you should go through:

1. Decide upon your article idea
2. Submit your idea to confirm that it is suitable, and find out the payment rate: <http://enva.to/c0iwLU>
3. We'll send you a set of WordPress login credentials
4. If you're not familiar with WordPress, you can watch our screencast guide at <http://mac.appstorm.net/wordpress-guide/>
5. Write your article, using one of our structures included in the guide. These templates are really important, and you should ensure that you follow the exact same structure when preparing your article.
6. Hit "Submit for Review" in WordPress, and send us an email to let us know!

**We'll then review the submission, and get back to you within a few days to let you know whether it has been accepted!**

# General Structure

## Images

You should include a 200x200px thumbnail or application icon for the article. If it's an icon, ensure that it is on a white background.

Each image should include description text which will be used for the image caption. Each image should be saved as either a .jpg or .png and be optimized for the web. I usually use Photoshop and the Save for Web option, .jpg format at 80% quality.

Screenshots and other images should be used regularly, wherever appropriate. Every screenshot should be a maximum of 620px wide.

## Writing

Make sure all word capitalizations are correct. For example, Twitter is capitalized because it is a company name, even though the logo is not capitalized. Most company or web app names should be capitalized, unless specifically using lower case.

Many buttons also use capitalization. Acronyms should also be capitalized. For example, "his Twitter ID was xxxx". "ID" should be capitalized.

When specifying something important or in comparison, use italics as appropriate.

# In-Depth Review Structure

## <h2>Example Title</h2>

Introduction paragraphs covering what the app does and what the review will cover. Try to write two separate, short, paragraphs. The WordPress "more" tag will follow the introduction.

These two paragraphs should lead logically towards starting the article, and try to draw the reader in.

<!--more-->

## <h2>Getting Started</h2>

Give a detailed overview of what the application does and explain the installation or sign-up process. Talk about the main functionality, and what problem it solves.

Give more overview information and maybe ways in which the application can be used or how it is beneficial.

## <h2>Example Heading</h2>

You then need to work through all the different aspects of the application, under various headings. These vary for each app, but you'll definitely want to include at least:

- Design & Interface
- Functionality
- Performance
- Comparison to Other Apps
- Pricing

Tailor this as you see fit, and try to be as comprehensive as possible.

## <h2>Conclusion</h2>

In this section, you'll want to summarize your thoughts on the application in general.

Remind readers of the aspects you loved, suggest areas for improvement, and draw the article to a close with a link back to where they can download a trial, or try the app for themselves.

Finally, give your rating of the app out of 10 (ex. 8/10). It's usually helpful to explain more specifically (briefly) why you gave the app the particular rating.

The rating *may* be changed by the editor if necessary to reflect a more consistent rating across the site as a whole. Mention one or more ways the app developer could improve their rating by improving their app in a specific way.

# How-To Structure

In a review, you walk the reader through the functionality of an application. In a how-to, you explain how the reader can use the application to achieve something specific.

The presentation structure is more or less identical to the process of writing a review. The differences are that you should:

## 1. Guide the reader to a specific outcome

Don't just talk through the functionality of an application. You may need to cover this briefly, but try to move towards explaining how you use the app for a particular purpose.

For example, "How To Convert Video for Your iPhone" would start with a DVD or downloaded video file, and talk through each stage in the process of converting it using a particular application.

## 2. Use a process of "steps"

Rather than descriptive headings, it might make more sense to use a series of steps. For instance "Step 1. Prepare your video file", followed by "Step 2. Choose the correct settings". You get the picture.



# Roundup Structure

There are two ways to approach a roundup, demonstrated by these two example posts:

1. With thumbnails/icons: <http://enva.to/15Oel>
2. With screenshots: <http://enva.to/cIPhuc>

For each application, you'll either need to include a 200x200px thumbnail/icon, or a 620px wide screenshot.

## Thumbnail Style Roundup

This should include an introduction and conclusion, with the main body of the article being made up of each application featured.

You should watch our WordPress roundup video (<http://mac.appstorm.net/wordpress-guide/>) to see how you can easily format these roundup entries to work correctly, accompanied with a 200x200px image.