

# What Makes a Good Blog Post for Orvis News?

- Informative, engaging, and/or entertaining copy on any aspect of fly fishing, from tackle to travel to family. Funny or emotional stuff works great.
- Written in your own voice, conversational but expert.
- Always include photo(s) and/or video.
- *If you'd put it on Facebook, it's worth sending to Phil.*

## **Photo Submissions:**

- We don't need hi-res images. Even an iPhone photo is good enough if the subject is compelling.
- ***Always include caption info:*** anglers' names, locations, fish species, and any relevant info (First time with this species? Father-son trip? Special angling feat of some kind?).
- If you can throw together a 3- to 5-sentence paragraph to give context to the photo, that would be great. If you feel the muse, go ahead and write as much as you want, but a long post isn't necessary.
- Simply email everything to Phil with a relevant subject line.

## **How-To Submissions:**

- Worry about the info, not the writing. Phil will make you sound like a pro.
- Write about very specific subjects, not general rules.
- Readers love "Top X" posts: Top 5 Travel Tips, Top 10 Travel Mistakes, etc.
- Simply email everything to Phil with a relevant subject line.

## **Caveats:**

- We do not publish direct sales pitches.
- There's no guarantee that everything you send gets published. If you do send something not up to snuff, I will tell you why.
- If you send something and don't hear from me, please resend it and contact me again.