Writing for CareerWise:
Common Questions & Concerns

"I don't have any writing experience. / I'm not a very good writer."

Like any skill, writing takes practice. CareerWise welcomes contributions from aspiring and experienced writers alike. If this type of writing is new to you or your writing skills are a bit rusty, the CareerWise Editor is here to support you at all stages of the process – from developing an idea, to creating an outline, to working through revisions.

Some contributors need more guidance and support through the submission process – and that's okay! We leave ample time between the article deadline and planned publication date so that contributors don't have to rush through any requested revisions.

I'm not a thought leader/expert. Can I still contribute?

Regardless of whether you identify with the label of "expert," we invite you to get in touch about writing for CareerWise! Sometimes, imposter syndrome rears its ugly head, and we can convince ourselves that we have nothing to offer our peers. While you may not feel you have the experience/ knowledge to be a subject matter expert, you are the expert of your own experience. Everyone has something of value to share; you may just need some support to uncover what that is.

While some blogs are very practical, offering recommendations and strategies readers can implement, CareerWise is not restricted to that style of writing. You consider working on a personal reflection, a summary of an event you attended, an interview with an expert or a book review, for instance. It can also be useful to raise questions in a blog without having the answers. Is there something you've been grappling with when working with clients, students or your team, or in your own career? You might be surprised how much this resonates with your peers – and you could even receive responses that help you navigate the challenge you are facing.

I like the idea of writing, but I don't know what to write about.

The Editor can help you brainstorm ideas in an introductory call. You might also consider the questions below, to see if they spark an idea:

- What is something you think is important in career development that isn't being talked about enough?
- What was a recent challenge you faced in your work? If you overcame it, how did you do so? If not, what are the lingering questions you have?
- Are there any learnings you've picked up through events, books, trainings, etc. that you think others might benefit from? Is there a strategy, technique or theory you could explore more deeply?
- Is there a work/career-related trend or news event that's caught your attention? Do you have an opinion you want to share?
- Do you have any insights/practical applications you could share from research that is relevant to a career development audience?

Common Questions & Concerns

Who is your audience?

Our readers are people working in career or employment services or who have an interest in career development, including practitioners, program managers, educators, researchers and product developers. We work across all sectors: K-12, post-secondary, community, government and corporate as well as independent professionals.

What kind of topics are readers most interested in?

We are looking for topics related to education, skills, career counselling/coaching, employment and/or the workforce. In response to CERIC surveys, our audience has identified the following high-level themes as areas of interest for learning:

- Equity, diversity & inclusion (EDI)
- Labour market information (LMI)
- Counselling/coaching practice
- Youth
- Job search (e.g. resumes, interviews, cover letters, job search strategies)

- Career theories
- Immigrants
- Mental health
- Employer engagement
- Career assessments
- Navigating the changing workplace

Article topics do not have to be restricted to these learning themes.

Is there a particular style or tone I need to use in my writing?

Writers take a wide range of approaches to blogs on CareerWise. Some articles are practical and advice-driven, while others are more personal and anecdotal, persuasive or formal and research-driven. We have blogs written in first, second and third person. We welcome a wide range of approaches and encourage you to write in a way that feels comfortable to you and best suits your article.

However, we do have some parameters. While we welcome readers to integrate research and fact-substantiated information into their work, we ask that you keep your writing accessible. Writing that would be suitable for an academic journal would likely be too formal for CareerWise. If you're an experienced academic writer but want to try something new, the Editor can support you to translate your knowledge into a more blog-friendly approach.

On the flip side, while writers are welcome to bring their unique voices to CareerWise, any blogs taking a conversational/personal tone still need to be grammatically correct (e.g. complete sentences, proper punctuation, etc.). An approach taken for a personal blog or LinkedIn post may or may not be a good fit for CareerWise. For instance, repeated use of all-caps and exclamation marks or frequent use of single-sentence paragraphs would be too casual for CareerWise.

We recommend looking through our past blogs in the Podium section to get a sense of the different approaches writers have taken.

Common Questions & Concerns

I've never worked with an Editor before. What can I expect?

The role of an Editor is to help get your article publication-ready. The Editor is there to help ensure your article is the best version of itself – that it effectively communicates the ideas you want to share and aligns with the needs/interests of readers.

When you submit an article to CareerWise, the Editor will review your article. They might make direct edits using tracked changes (which usually show up as red text in the document) and/or add comments to the sidebar. All suggested changes will be sent to the contributor for review, and you may be asked to make revisions. There is always room for conversation about editing suggestions.

Edits/comments might pertain to:

- Grammar and spelling
- CERIC style (e.g. no Oxford comma, "jobseeker," single space after period)
- Article narrative/structure: For example, the Editor might recommend shifting certain sentences/paragraphs to better communicate your idea and help with the flow of the blog. They might suggest removing certain pieces to improve the focus of the article or ask for more/less detail to support reader learning.
- Clarity: Sometimes, what's very clear to the writer is less clear to the reader. The Editor can help spot potential areas of confusion.

Lama Shaath (She/Her) • 1st
Certified Career Strategist CDP CCS | Work-Life Balance Consultant CWS |...
7mo • 🌐

🖊 I am delighted to share my article Building Resilience to Respond to Present and Future Challenges on Career Wise, by CERIC.

I want to thank Lindsay Purchase for her help and encouragement in getting my article edited perfectly. Working on it together for a couple of weeks, going back and forth, was an inspiring writing experience.

I told Lindsay I was sorry writing is not one of my strengths, and her reply was:

"I certainly think you can consider writing one of your strengths - even people who write for a living often work through multiple drafts to get to the final product."

Anna Gordon (She/Her) • 1st
Career Strategist ★ Mindset Coach ★ Speaker 👉 Helping you STRUT tow...
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HINT: Education isn't on this list! 😮

After many years of working with everyone from students to seasoned professionals, I can tell you that it all boils down to one question:

⭐Where should I invest my time and money so I can ensure I'll have the career I desire?

That's why I thought it was time to share what I believe are the five investments with the greatest return via this article for CareerWise by CERIC.

Bonus? If you're attending Manitoba Association for Career Development's Let's Get to Work conference this November, you'll get a sneak peak of some of the things I'll be speaking about. 😉

As always, thank you to Lindsay Purchase who is an absolute rock star and has cheered me on in times when writing felt awesome (like with this piece!) and at other times when I would confess that it felt the crawling uphill through quicksand (like during the worst of the pandemic).

The Editor welcomes questions about any of the feedback and is always open to having a call to walk readers through changes/comments.

Common Questions & Concerns

Wow, that's a lot of red marks! I don't want to create work for you, maybe I shouldn't write again.

As long as you want to keep writing and are open to engaging in our process, you are always welcome at CareerWise!

Some articles come in closer to publication-ready and just need a light copy edit. For others, more substantial changes might be recommended. Both are completely fine; it's the Editor's job to take on different types of edits.

The goal of feedback is never to discourage the writer. Rather, it is to help strengthen the article to better serve the reader. If you receive a lot of edits on an article, it doesn't mean that you're a bad writer and it's not a judgment call on your level of expertise. It might be that you're accustomed to a different kind of writing or sharing your knowledge in a different way.

The Editor is there to answer your questions and provide context for editing suggestions. We will always try to meet you where you are, so we can continue to grow the CareerWise community and welcome as many voices as possible.

Do I need to include citations?

If you are including any information drawn from another source (e.g. a quote, an idea from an article or book, a figure from a report) we ask that you hyperlink to that source within the text, attributing to the source where necessary. You do not need to include a formal references list.

For example: *CERIC's 2021 National Business Survey found that 73% of employers agree that businesses have a responsibility to provide career management programs for their employees.*

Should I send photos with my article?

You do not have to send images with your article. CareerWise sources images primarily from iStock. However, if you have an image you would like to include with your article that you/your organization own the rights to (for example, you took the photo or created the graphic), you are welcome to submit it with your article for consideration.

? **Have other questions?**
Email careerwise@ceric.ca