SPORTS UNIONS

SPORTSUNIONS.NET

Guest Contributor Pack

Your story, your sport, in your own words. Everything you need to write for Sports Unions: what we publish, what to send, how we review it, and 32 questions to help you get started.

Send your article or notes to **write@sportsunions.net**

Welcome

Thank you for your interest in writing for Sports Unions. We publish first-hand stories from people who live sport: athletes at every level, coaches and personal trainers, race and event organisers, gym and club owners, sports physiotherapists, sports massage therapists, sports nutritionists, sports psychologists, sports photographers and sports journalists. Readers come to us for real experience, so the best articles are honest, specific and personal.

You do not need to be a writer. You can send a finished article, or just your notes and answers to the questions in this pack, and our editors will write the article for you. You approve the final version before anything is published.

What we publish

- A race or event you took part in or organised, and what happened on the day
- How you started in your sport, and why you kept going
- Motivation, mindset and sports psychology
- Injuries, setbacks and how you came back
- Overcoming obstacles: time, money, health, age, doubt
- Training lessons, and advice for people starting out

> **The basics.** Articles must be about sport, written in English, and your own original work that has not been published anywhere else (online or in print). Please write it yourself or send us your notes: we cannot accept articles produced by AI writing tools. We do not accept gambling or betting promotion, or anything offensive, defamatory or misleading.

Two ways to contribute

Option 1: a finished article

Around 600 to 1,500 words. A Word document, Google Doc or the text pasted into your email is fine. Suggest a title if you have one in mind; we may adjust it.

Option 2: notes, and we write it

Send bullet points, your answers to some of the 32 questions, or a voice memo. Tell us which moments matter most to you. We write the article in your voice and send it to you to check and approve.

What to send

- **Your article or notes**
- **Up to 3 photos** for the article (see below)
- **A profile photo**: a clear headshot of you, ideally square and at least 600 x 600 pixels. It runs next to your name.

- **A short bio** of 40 to 60 words, written in the third person (for example "Maria is a trail runner and coach based in...")
- **Up to 2 links** for your bio, for example your website and one social account
- **The completed submission form** at the end of this pack

Photos

- Up to three photos for the article. Landscape works best, at least 1200 pixels wide.
- Send the original files as email attachments (JPG or PNG). Photos sent through WhatsApp or social apps are often compressed too much to use. For large files, a WeTransfer or Google Drive link is fine.
- Only send photos you took yourself or have permission to use. Tell us who took each one so we can credit them, and add a one-line caption.
- Anyone clearly recognisable in a photo should be happy to appear in it. For anyone under 18, we need a parent's or guardian's agreement.
- Official race photos usually belong to the event photographer: please check you are allowed to share them.

Promoting your work

We are happy for you to promote what you do. You can mention:

- A race or event you organise, with dates and how to enter
- Your gym, club or studio
- Your sports services, for example: coaching and personal training, strength and conditioning, sports physiotherapy, sports massage therapy, sports nutrition, sports psychology and mental performance coaching, sports photography and videography, sports journalism and writing, bike fitting, gait analysis, event timing, and sports equipment or clothing you make or sell
- Your sponsors and partners

Please keep promotion to your bio, your two links and a natural mention in the article itself. The article should still be worth reading for someone who never uses your service. Promotional links are marked as such for search engines, in line with Google's guidelines.

> **Sponsors.** If you name or show a sponsor (including logos on clothing in photos you want highlighted), you must have their approval first. Please confirm this on the submission form; we may ask to see it in writing.

> **Injuries and health.** Share your own experience freely. If you give advice on injury, treatment or nutrition, please say what qualifies you (for example "chartered physiotherapist"). Readers should always be pointed to a professional for their own case. We will not publish medical claims we cannot stand behind.

How it works

1. **You send** your article or notes, photos and the submission form to write@sportsunions.net.

2. **We acknowledge** it within 5 working days.
3. **We review it** and let you know within 14 days whether we can take it forward. If you sent notes, we write the article at this stage.
4. **We edit** for length, clarity, accuracy and house style, and may ask you a few follow-up questions.
5. **You approve.** We email you the final version, including title, photos, captions and bio. Reply to approve or ask for changes, ideally within 7 days.
6. **We publish** and send you the link to share.

Our editorial rights

- Every article is reviewed by Sports Unions before publication.
- We may edit any article for length, clarity, accuracy, legal reasons and house style.
- We may decline an article, or cancel it at any stage before publication, and we may remove a published article if we need to. We will always tell you why.
- Nothing is published under your name without your final approval.

Rights and your details

- **You keep the copyright** in your words and photos.
- By submitting, you give Sports Unions permission to publish your article, photos, bio and profile photo on sportsunions.net, to keep them online, and to share them on our social channels with credit to you.
- You confirm the work is your own, is accurate to the best of your knowledge, and that you have the right to share the photos.
- Contributions are unpaid, and we never charge to publish.
- Once it is live, you can share a link or a short extract anywhere. If you want to publish the same article on another platform or page (including your own website or blog), please wait 60 days after it goes live on Sports Unions, and always credit Sports Unions as the original publisher with a link to the original article.
- We keep your contact details only to work with you on your article, and never share them or use them for marketing. You can ask us to update or delete them, or to take your article down, at any time. See sportsunions.net/privacy/.

Tips for a strong article

- **Start with a moment**, not your CV: the start line, the phone call, the injury, the finish.
- **Be specific.** Times, places, distances, what you ate, what you were thinking. Detail is what makes it real.
- **Be honest** about what went wrong. Readers connect with the struggle more than the medal.
- **Write like you talk.** Your own voice beats polished language.
- **End with something useful**: a lesson, a piece of advice, or what is next for you.

32 questions to guide your story

You do not need to answer them all. Pick the ones that fit your story, answer them as fully as you like, and send us your answers as notes, or use them to shape your own article.

> **These are general questions, not a script.** They are written for every sport and every kind of contributor, so some will not fit you. Feel free to skip them, change them, add your own, or go in a completely different direction. It is your story: tell it the way you want to.

Your story and how it started

1. Who are you, and what sport do you do, coach or organise, or what sports service do you offer?
2. How did you first get into it? Was there a moment you knew it mattered to you?
3. Who or what influenced you most at the start?
4. What do you remember about your first race, match or session?
5. What does a normal training week look like for you now, alongside work and family?
6. What has your sport given you that you did not expect?
7. What is your proudest moment in your sport so far, and why does it mean so much to you?

The race or event

8. Which race, event or season do you want to write about, and why that one?
9. How did you prepare for it, physically and mentally?
10. Take us through the day itself: the start, the middle, the finish. What do you remember most?
11. How did you feel after the race or event: crossing the line, later that day, and in the days after?
12. What was the hardest moment, and what got you through it?
13. What happened that you did not plan for?
14. What would you do differently next time?

Motivation and mindset

15. What keeps you going on the days you do not want to train?
16. How do you handle nerves before a big day?
17. What do you tell yourself when it starts to hurt?
18. How do you set goals, and how do you deal with missing one?
19. What role do the people around you play: family, coach, club, training partners?
20. What is one piece of mental advice that changed how you train or compete?

Injuries, setbacks and obstacles

21. Have you had an injury or setback? What happened?
22. How did it affect you mentally, not just physically?
23. What did your recovery involve, and who helped you? *(Your own experience; say so if you are a qualified professional.)*
24. What other obstacles have you had to overcome: time, work, money, age, health, confidence?

25. What did that setback teach you that you still use today?
26. What would you say to someone going through the same thing right now?

Advice, community and what is next

27. What is the biggest mistake beginners make in your sport?
28. What three things do you wish you had known when you started?
29. What is special about your sport's community that outsiders do not see?
30. If you run a race, gym, club, or a sports service such as coaching, physiotherapy, massage therapy, nutrition or photography: why did you start it, and who is it for?
31. Who supports you (sponsors, partners, club) and how have they helped? *(Remember to get your sponsors' approval to name them.)*
32. What is next for you, and where can readers follow you or get involved?

Submission form

Copy this into your email, or fill it in and attach it. Send it with your article or notes and photos to write@sportsunions.net.

Full name (as it should appear in the byline)	
Email address	
Phone number (optional)	
Country and city	
Sport(s)	
Your role (athlete, coach, organiser, gym owner, sports physio, massage therapist, nutritionist, photographer, journalist...)	
Proposed title or topic	
I am sending (finished article / notes for you to write up)	
Short bio, 40 to 60 words, third person	
Link 1 (for example your website)	
Link 2 (for example one social account)	
Photos: file name, caption and who took each one (up to 3, plus profile photo)	
Sponsors or brands named or shown, if any	
I have my sponsors' approval to name or show them (yes / no / none named)	
Anyone under 18 shown in photos? If so, guardian agreement given (yes / no)	
I confirm this is my own original work, not published elsewhere, that I have the right to share the photos, and I agree to the terms in this pack (type your name and the date)	