



CAKE & WHISKEY

BLOGGER GUIDELINES



INTERESTED FURTHER IN BECOMING A CAKE&WHISKEY BLOGGER?

WHAT WOULD BE EXPECTED?

- One original, intriguing blog post each month.
- 6-month commitment, beginning in January 2015.
- Social media shout-outs on your platforms on the day your blog post is published.

WHAT IS A C&W BLOG POST?

- Approx. 200-300 words long (or 2-3 minutes for video).
- Polished and engaging.
- Consistent with the CAKE&WHISKEY brand, helping our readership of sweet & spirited professional women achieve their purpose & passion, as well as a balance in work & home life.
- Unique to the blogger's knowledge and skill-set.

WHAT IS THE GOAL OF THE C&W BLOG ON ITS WEBSITE?

To keep our readership inspired and encouraged on a day-to-day basis. We're interested in business, but we as women on a mission also like to craft, cook, and exercise. We like to get lost in a good book, listen to some sweet tunes. We like to ponder great photography & art. We're nature lovers, foodies, and adventure-seekers. We like our cake & our whiskey, a little sweet and a little spirit. The CAKE&WHISKEY blog will provide our fans around the world with a place to connect with us and each other.

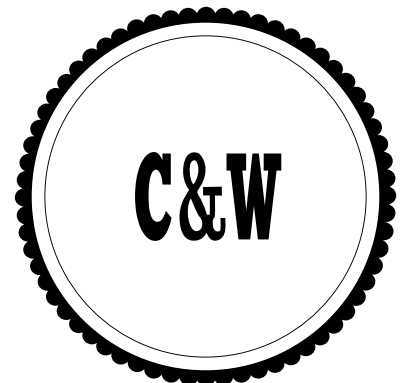
STILL INTERESTED?

Please send in the following by DECEMBER 15th to apply:

- One full sample post.
- A description of what your POV would be, as well as what your background is that gives you this insight and wisdom. What perspective can you bring to our C&W blog?
- 5 more ideas for potential blog posts.

QUESTIONS & APPLICATIONS TO:

Laura@cakenwhiskey.com



Authentic storytelling
Thoughtful
Purposeful
Diversity of age, wealth, location...
Wise
Moving
Challenging
Relatable
Historical
Futuristic
Celebratory
Engaging
Fun
Sweet
Spirited
Ingenuitive
Mentoring
Risk-Taking
Relatable
Relational
Aspirational



MEET THE CAKE&WHISKEY READER



The CAKE&WHISKEY woman has a passion for something beyond mediocre. Beyond the rules established in business and life. Who looks at obstacles as stepping stones and set-backs as learning curves.

Who juggles family and work, not because she's out to prove a point, but because her curiosity for life and limitless boundaries make her better as a mother, businesswoman, wife, colleague, daughter, and friend. Who draws as much joy sitting down to tea with her business idol as she does sitting in the grass, gardening with her children.

She is always cherishing sweet memories and spiriting through difficulties.

She radiates inner beauty and accepts others on their journey— without judgment— always seeking to mentor, support, and champion, never to undercut or shame.

She is poised, lighthearted and relatable. You want to swap stories and giggle over a huge scoop of ice cream with her.

She is far more interested in another's story than her own, knowing that she will glean wisdom from everyone who crosses her path. Thriving off insight from others, she is constantly fueled to do more, reach farther, and dream bigger.

A forever student, continually gaining knowledge from those around her.

She is incredibly persistent in reaching the mark. She is a warrior for causes, a champion for others: sympathetic, humbled, and always seeking to empower.

She's an original. She is CAKE&WHISKEY.

Megan Smith
Founder and Chief Curator



CAKE&WHISKEY

Thank you for your interest in becoming a CAKE&WHISKEY blogger!

In the pages that follow, you'll discover a bit more about us as a brand, who are readers and fans are and how you can be a part of the movement...the mission of the sweet & spirited world of

CAKE&WHISKEY.

MEGAN SMITH
founder and Chief Curator

& MANIFESTO

**IN A WORLD WHERE SO MUCH IS NOT,
WE BELIEVE IN GENUINENESS.**

**CHAMPIONING ALL WOMEN WHO ARE LIVING
LIVES OF COURAGE AND DECENCY.**

**WE CURATE THEIR JOURNEY THROUGH MEANINGFUL
STORYTELLING THAT HAS ENDURING VALUE.**

THEIR STORIES HOLD POWERFUL TRUTHS.

WITHIN THEM, BOTH INSPIRATION AND ASPIRATION ARE FOUND.

SOME ARE SWEET.

SOME ARE SPIRITED.

AND ALL REMIND US TO CHASE OUR DREAMS WITH PURPOSE AND PASSION.