



Writer's Guidelines

About: "In a generation overwhelmed by conflicting messages about love, lust and relationships, Moral Revolution is a company of radicals helping to define healthy sexuality. We promote a culture of love, honor, respect and freedom by providing resources that equip and empower society to live in wholeness."

Key Words & Phrases to Shape Our Voice & Tone:

- Hopeful
- Inspiring
- Empowering
- Communicating that this lifestyle is achievable
- Powerful statements about life
- Promoting God's original design for sexuality & identity body, soul, spirit
- Redemption in our voice/tone

****We want to be positive, hopeful and inspiring, confronting "cultural norms" through a redemptive and achievable lifestyle. (God's Original Design — COMMON does not equal NORMAL.)***

What We Are NOT:

- Negative awareness through shocking statements or statistics
- Attempting to scare people into purity
- Depressing or hopeless

Content Types:

**We will create our content using the following categories:*

Body: content and posts related to sex, sexuality, physical intimacy, hormones/biological/chemical, etc

Soul: content and posts related to (mind, will emotions) identity, feelings, relationships, boundaries, stewardship/managing your life, etc.

Spirit: God's original design, bible, truth, identity, etc.

Additional Content Type Ideas:

- Informational
- Educational
- Inspirational/motivational
- Activation/call to action

Length: Our blog posts are usually between 700-1000 words.

Here are some trending topics:

1. Marriage

- Practical ways to bring life/fun into marriage
- Communication tips
- How to continue to love/pursue your spouse



2. LGBT

- How to speak to someone who might be struggling with this issue
- What Christians should understand about it
- Testimonies of people who have walked out of this lifestyle

3. Freedom from pornography/masturbation/addiction

- How to talk to someone who's confessing to you after a slip-up
- Freedom from shame
- Practical steps to break/stay free
- A woman's perspective on struggling with this issue

4. Relationships

- Staying unoffendable
- Dating tips/wisdom
- Dating someone who's divorced
- Dating someone who has children