**Welcome to my world**

An outline for telling your Real Bread story. As you’re writing about yourself, please do so in the first person.

In no particular order, here are some points I think it would be good to touch upon - woven into your article, rather than in Q&A format:

* A brief outline of your business/activity and your aim/mission/ethos/motivation for running it.
* How and when it started
* The progression – eg keen amateur baker, took a class/course, set up a home-based microbakery/subscriptions scheme…or however it happened.
* Was there a ‘screw it, let’s do it’ (as Richard Branson puts it) moment for kicking things up a level?
* What/who (particular people, books, organisations, classes etc.) has helped you along the way.
* The biggest challenges so far.
* Highlights so far.
* Anything else that you think sets what you do (and maybe you) apart from others and/or might help to inspire other Campaign supporters.
* What’s next.

Please feel free to include other relevant points/details that you feel will help to inform and inspire our readers.

**Word count:** 900 absolute maximum.

**Images:** Every article we publish has a photo to illustrate it, so please send a couple for us to choose from.

* Photos need to be landscape format (ie horizontal/wide, rather than upright/tall), 3:2 (6x4) aspect ratio, at least 1200 x 800 pixels.
* Preferably they will include one or more people (we especially love to see them in action) rather and just bread.
* We need to have permission to publish from the copyright holder (often the photographer) and anyone pictured.
* Photos need to be landscape format (ie horizontal/wide, rather than upright/tall), 3:2 (6x4) aspect ratio and at least 1200 x 800 pixels.

Please email your finished article (no work in progress drafts, please) and photos to me at [realbread@sustainweb.org](mailto:realbread@sustainweb.org)

If you have any questions when / before you submit, please feel free to ask me! Similarly, if this format doesn’t fit what you have to say, please send me a brief outline of your own and I’ll take a look.

I look forward to reading and sharing your story.

Chris Young

**Real Bread Campaign**

Co-ordinator, editor and tea boy

**Notes**

By submitting an article you confirm that it is your own original work and that you are the copyright holder. You also understand and agree that we:

* May publish it anywhere, any time in any medium or media at our discretion.
* Offer no compensation (monetary or otherwise) for publication.
* Reserve the right not to publish at all without giving a reason. For this reason you might prefer to send a one line pitch, or brief outline, before writing a full article.
* May edit your article for length, content and style at our discretion.