IGNITE

WRITING STYLE

Editing and Grammar
Guidelines for Ignite Authors

Contents

IGNITE STORY EDITING FOR AUTHORS

Now that you are ready to submit (or have already submitted) your story to the Ignite Google folder for your book, you're ready to begin the collaborative writer/editor process. You have three editors to guide you along the way: the Uncover Editor, the Deep Dive Editor, and the Polishing Editor. Before you book your sessions with each editor, you may find the following guide helpful.

Our goal with this guide is to empower you with some basic story expectations for content, style, and grammar. Please refer to this document whenever you are wondering which grammar and punctuation rules to adhere to in your stories.

If you find any of it daunting, rest assured, we will be monitoring your stories for these editing elements but your diligence prior to submission will be of great assistance and will make your story even better. As well, in the final line-by-line copyedit, our team will strive to catch all punctuation, grammar, and spelling issues.
This document is offered to you as an aid to enhance all writing you do in your Ignite life and beyond! We are here for you to make the writing of your story a seamless process.

Enjoy!

HOW DO I SUBMIT MY DRAFT?

Once you've written your story, you will need to submit it to the Ignite You platform so our editors can begin the fun process of working with you and your story. To submit your story, you will need to log in to the platform and access the My Submissions section to open the Ignite story template.

How to submit a story:

1. In your web browser, go to www.igniteyou.life.

2. Enter your email and password, then click **Login Now**.

3. Select Compilation books

4. Select your book

5. In the center of the page, select Book Submission document

6. Either draft your story in this document or copy and paste here

7. Your story will automatically save and be shared with your editors, there is no need to click save or share

8. Please ensure submissions are done at least one day before your editing session

USING THE IGNITE STORY TEMPLATE

The Ignite story template is a Google document that is only shared with the Ignite editors. It is not public; your story draft is safe. The Ignite story template is set up with a particular font (Arial 12 pt left aligned with 3 pts spacing after each paragraph) as well as sections for submitting your personal details, power quote, personal intention, story title, Ignite story, and action steps. To use the template, either type directly into the template or copy and paste your information into the appropriate sections of the template.

> **IMPORTANT NOTE:** Please do not format your story, use fancy titles or fonts, or insert photos within the text. Try to avoid using bullets and numbered lists unless absolutely necessary. All text should be in Arial 12 pt left aligned font, and should be black.

Beginnings and Other Key Elements in an Ignite Story

Each Ignite story needs to include certain key elements. As you are writing your story, and as you are going through the editing process with our editors, please make sure you have incorporated the following key elements.

- A strong beginning. Start your story in a way that teases or draws the reader in, remembering that not everyone will have a beginning like "I was supposed to die at 17, but I wasn't included in that conversation." There are beautiful, quiet ways to lead people into your story.
- Loss of igniting force. Near the beginning of your story, specifically mention or allude to some challenges you faced along the way.
- Clear turnaround. The turnaround is usually at about the midpoint to three-quarters of the way through your story. It needs to be a clear and distinct shift.
- Recovery of the igniting energy. This usually follows the clear turnaround.
- The lightness of life when you are Ignited. Near the end of your story, describe how your life is different because of your Ignite moment. It quite naturally becomes the note on which your story ends.

Each Ignite story also includes a Power Quote, an Intention Statement, and Action Steps at the end of the story. Your editors will help you shape and refine these elements of your story.

Your Power Quote

Your Power Quote is placed between quotation marks: "Life is a choice. Choose wisely!"

Your Intention Statement

Your intention statement is an opportunity for you to clarify the core message you wish for your reader to take away from your story. It is a powerful and intentional energy that you are putting out into the universe. For example,

> "It is my intention that this story awakens something new inside of you. That, from it, you see the importance of stepping into your life intentionally, with conscious awareness and clear direction. That you rise to your greatest potential and lead with your truest heart. That something I have written stirs your soul, unleashes your desires, and unharnesses your deepest wishes, far beyond what you knew before. That, by reading it, you find the leader that lies within you, marching forth with all the love you have."
>
> — JB OWEN, *IGNITE YOUR LIFE FOR CONSCIOUS LEADERS*

Your Story Title

Your story needs a title! Sometimes a title will come to you easily, but other times it may take a little work. Keep it simple, direct, and related to the events of the story or the learning you wish the reader to take away from your story.

Silver Threads

Silver threads are the pieces of your story that wind through the entire piece from beginning to end, supporting the resolution / learning of the Ignite moment. Any threads you put in at the start of the story should be found in the conclusion as well. Show the resolution of those threads and the learning that you gained from them as you wrap up your story, even if only in a single sentence.

Your Action Steps

Action steps are essential in every Ignite story. They represent the lessons you learned, the steps you took and the practices you have maintained on your journey toward consciousness.

- Introduce your action steps so the reader understands what you are trying to help them accomplish.
- Make your action steps relatable and personable.
- Action steps are most effective when they are action-oriented and start with a verb.

For example,

"Do you sometimes feel like you don't love your life? Like, deep inside, something is missing? That's because you may be living someone else's life, allowing other people to influence your choices. To regain that passion for life you want, you must recover ownership of your choices. No one knows yourself better than you. No one but yourself can choose how you live. Below are a few ideas for how to fall in love with your life.

Love yourself first. The first step to getting rid of expectations is to treat yourself kindly. To take care of others, you have to put on your oxygen mask first — you can't truly love other people if you don't love yourself first.

Adjust the way you think: You cannot control what others think about you, but you can choose how you think about yourself. Pay attention to your self-talk. Are you being kind to yourself or adding pressure? Your expectations can box you in or set you free."

— Peter Giesin, *Ignite Your Life for Men*

Resources and References

This information may sometimes need to be referred to in the text of your story when they are actually a significant part of developing a portion of your story. Most resources are simply listed in the back section of the book as resources that are meaningful to the authors and may be of interest to the reader. Include the author's name, name of book/website/podcast, etc., and (if applicable) the author's URL (link).

FINDING YOUR VOICE

There are a few things that can help you develop a strong, powerful writing voice that is uniquely your own and draws the reader into feeling and experiencing your story as if they were there with you, walking by your side. Here are a few helpful tips for developing your voice.

- **Write clear and simple sentences. One sentence, one idea.** *This:* Never seek a fight if it comes to you, yield, step back, it is far better to step back than to overstep yourself. *...is stronger like this:* Never seek a fight. If it comes to you, yield. Step back. It is far better to step back than to overstep yourself.
- **Use the active voice whenever you can. Avoid writing in the passive voice.** *Active:* The dog ran after the man. *Passive:* The man was being chased by the dog.
- **Avoid clichés** such as 'cried (or bawled) my eyes out' or 'reached the end of my rope.'
- **If it can be said with fewer words, then use fewer words.** There are special offers that members can take advantage of around the city. Members can take advantage of special offers around the city.
- **Avoid starting a sentence with 'There,' 'While,' 'But,' 'So,' or 'And.'** It can be done well on occasion, but needs to be used sparingly.
- **Watch for your 'favorite' words and try not to overuse them.** Common culprits include words like 'that,' 'so,' 'powerful,' etc.
- **Avoid quoting outside experts wherever possible.** This is *your* chance to be the expert.
- **Avoid direct questions**. Ignite stories are not meant to be a conversation with the reader. Rather than writing "Why was this happening?" it is preferred to explain how you were questioning yourself or the Universe by saying something like "I wondered why this was happening."
- **Notes on place, location, and geography for an international publication:** In a global publication, it's hard to identify with locations when the author merely names them. Describe locations with detail and feeling. For example, 'Calgary' means nothing to people who haven't been there. Writing "Calgary, a cosmopolitan city nestled between two rivers in the Canadian prairies," lets everyone build a picture and an emotional feeling for it. Avoid any regional references or local colloquialisms in your writing as they are equally unrecognizable to global readers.

READY FOR EDITING

Once you have uploaded your content, you are now ready to work with the Ignite editing team. We suggest you follow this path: Uncover Editor, then Deep Dive Editor, and then Polishing Editor. Schedule your editing sessions even before your draft is complete; the editors' schedules are busy and you want to ensure you have your sessions before the book deadlines.

Please leave 2-3 days between each editing session in order for you to work on your draft using the feedback and suggestions you received from the editor.

After you have completed your Polishing session, the Ignite editing staff will make one final copyediting pass through your story. Once this is complete, you will receive notification that your story is ready for you to have one final read through and sign off on your story.

How to book your sessions with the Ignite editing team:

1. In your web browser, go to www.igniteyou.life.

2. Enter your email and password, then click **Login Now**.

3. On the Ignite Connect Dashboard, you can book all 3 of your editing sessions by clicking on each of the options: Uncover Editor, Deep Dive Editor and Polishing Editor. Please book all 3 at once in sequence.

How to reschedule or cancel a session with the Ignite editing team:

1. To reschedule or cancel an appointment you have already made, please email **support@igniteyou.life** at least 24 hours in advance.

THE EDITING AND GRAMMAR STYLE GUIDE

A Style Guide is exactly what it sounds like: a guidebook designed to help you, the author, better understand the Ignite way of doing things so that we can take 35 stories from 35 different authors and produce a cohesive, polished book where each chapter follows certain core guidelines and is easy to read. It also includes elements that help our typesetter ensure that each chapter can be typeset the same way.

All Ignite books are written using US English spellings for words. Words to watch for include: *analyze, analog*, *artifact, behavior, catalog, center, centered, check (not cheque)*, *color, defense, dialog, fulfill, globalization, gray, honor, judgment, labor, neighbor, neighborhood, program, toward, traveled, traveling, traveler, realize.*

If you are unsure of how to spell a word, refer to the Merriam–Webster Dictionary, available online at www.merriam-webster.com. We generally try to follow the *Industry Canada Style Guide for Writers and Editors,* which can be referenced at http://publications.gc.ca/collections/Collection/C2-469-2002E.pdf.

Abbreviations

It's better to spell out abbreviations. If you must use them, place periods after abbreviated titles like vs., e.g., Dr. or Sgt.

Acronyms

Acronyms should be written out in full the first time they appear in a story, followed by the acronym in parentheses. Subsequent uses then just use the acronym; e.g., Crime Prevention Through Environmental Design (CPTED). Do not include periods in the acronym; i.e., use CPTED and not C.P.T.E.D.

Addresses/Locations

When referencing a specific address, use the abbreviations for avenue, street, etc., e.g., 23 George St. When a specific address is not specified, spell out 'avenue' and 'street' in the story. If the street name consists of a number, do not add the ordinal 'th' or 'st' on the number; e.g., The house was on 118 Avenue.

Cities and Town names are best referred to in general terms that would be understood by any person on the globe. This means a few things. First, we don't generally want to pepper stories with names of places that may not mean anything to the international reader. "I left Orono and moved to Oshawa" does not speak to the reader as much as "I left the tiny rural village I grew up in and moved to the nearby city" does. It also means that if you do mention a place, try to use a few quick words to paint a visual picture of that place for readers who may not be familiar with that place. Instead of saying "I moved to Vancouver," try saying something like "I moved to Vancouver, a vibrant urban metropolis sandwiched between the Pacific Ocean and the Rocky Mountains.

Apostrophes

Do not use apostrophes in abbreviations; e.g., TVs, DVDs.

Do not use apostrophes to indicate decades or years; e.g., In the 1960s, I was in my 20s.

Do use apostrophes when you are removing the century from a year; e.g., In the '60s.

Be careful of the correct use of apostrophes with contractions and possessives.

It's the day: A contraction for 'it is the day' which does require an apostrophe.

Its, theirs: Possessive terms have no apostrophe.
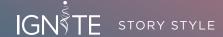
Capitalization

Proper nouns are capitalized, common nouns are not capitalized; e.g., New York City (a proper noun) vs. in the city (a common noun).

Formal titles are capitalized when they appear before a person's name. They are lower-case after the name, when used in the plural, or when used on their own; e.g., "Councillor Peter Pan" or "Peter Pan, Councillor of Ward 7," or "Councillors Pan and Neverland."

Capitalize words that represent an entity; e.g., The Universe was speaking to me.

Capitalize Ignite and Ignite Moment

As a general rule, capitalize the principal words (including all verbs, prepositions and

conjunctions with more than three letters) in titles of publications, as well as the first word in the title. Sometimes book titles or song titles use their own rules for capitalization, punctuation, and spelling, so please double-check all titles to ensure you are staying true to the original.

Capitalize the first word after a colon (:) only if it is a proper noun or the start of a complete sentence.

Commas (,)

Use commas whenever they will help prevent confusion or possibly lead to a reader misreading your text; e.g., "Let's eat grandma" vs "Let's eat, Grandma."

Use the 'Oxford comma' (also called 'series comma') to separate three or more words presented as a list or as a series of predicates; e.g., Erin bought bread, milk, and butter.

Use commas before introductory words or phrases that come before the main part of the sentence, or when parts of a sentence are presented out of order; e.g., Before I could leave the house, I had to tie my shoelaces. (In contrast to: I had to tie my shoelaces before I could leave the house.)

Use commas to set off parenthetical phrases within a sentence; e.g., The comma, many will agree, is a confusing piece of punctuation.

When in doubt about comma usage, trust that our copyeditors will make it right.

Conjunctions (And, But)

Avoid starting sentences with the conjunctions 'and,' 'but' or 'because.'

Dashes (—)

An 'em dash' is a long dash often used as a stylistic tool. Try not to use em dashes — try using commas, semicolons, or shortening your sentences instead. If you must use an em dash, put a space on either side of the dash symbol.

An 'en dash' is a shorter dash, longer than a hyphen, that is used to link two names

or specify an exact time range; e.g., The Dallas–Chicago flight. The reception is from 7–9 PM. En dashes *do not* take a space on either side of the dash symbol.

Dates

Do not use the ordinal form of a date (st, nd, rd, or th) with the date unless the date is written specifically as the 7th of September.

When a month is used with a specific date in an invitation or a notification of an upcoming event, abbreviate the months: Jan 10, 1958. Sept. 6, 2019. If it is used as a story element, i.e., September 6, 2019, was a day that changed my life, spell it out in full.

For upcoming events, include the day of the week; e.g., On Sunday, Sept. 15…

Distances

Spell out measurements of distance as global readers may not be familiar with the abbreviations; e.g., kilometers, miles, inches.

Ellipsis (…)

The ellipsis is used to show omitted words in a quote or a pause in speech. Be careful not to overuse them. The ellipsis should immediately follow the word preceding it (without a space) and then have a space after it… like this. If an ellipse ends a sentence, no other punctuation is required.

Foreign languages

When using a word that comes from a foreign language, italicize that word; e.g., *Bonjour*.

Hyphens (-)

Many words which used to be two words have either become hyphenated in modern usage or are now one word. When in doubt about whether or not to hyphenate a word, refer to the Merriam–Webster Dictionary, available online at www.merriam-webster.com.

Hyphens are often used to clarify words that are otherwise confusing to read; i.e., re-examine.

Hyphens are used in adjective phrases that precede a noun, but are not used when an adjective follows the noun. Here is an example of the difference a hyphen can make: "She is a short-story writer," vs. "She is a short story writer." One is a writer of short stories and one is a vertically-challenged writer.

Do not use hyphens with adverbs.

"Negginyms"

In JB speak, a "negginym" is a negative statement in a story that is to be avoided wherever possible. Try using a "posinym" (positive statement) in its place; e.g., The negginym "It takes two to fight," could be reworked into a posinym like so, "It takes two to find a compromise."

Numbers

Spell out one to one hundred, use numerals for numbers greater than one hundred. Ages should always be in numerical form.

For the number 100, use the numeral when you are referring to the exact number; use 'a hundred' when you are making a generalization. It is permissible to use 'one hundred' for specific emphasis, to maintain continuity, or at the beginning of a sentence; e.g., My grandfather turned 100 this year. There were about a hundred people at his birthday party. One hundred people were there! I had expected five or six people to show up, but I found myself facing *one hundred*!

Use commas to distinguish place value in large numbers; e.g., 5,000 people.

For money, do not use decimal places for cents if there are no cents; e.g., $58 not $58.00.

People's ages are always in numerals. Half ages are shown as 4½ without a space between the numeral and the ½symbol.

For phone numbers, use periods and not hyphens; e.g., 780.479.6285

Ordinal numbers (first, second, etc.) that begin a sentence or are used as adjectives should be spelled out; e.g., First, I want to tell you about… The first thing you should know…

Do not use the ordinal form of a date (st, nd, rd, or th) with the date unless the date is written specifically as the 7th of September or is indicating a birthday; i.e., It was my 21st birthday.

Percentages

Use numerals followed by the word spelled out 'percent.'

Profanity

Profanity is a very personal thing; some readers are comfortable reading it, others are not. If, as a writer, you are comfortable using profanity in your story, spell it out in full. Only use an asterisk or other symbols if you want a more comical usage or reference.

Questions

Avoid direct questions. Ignite stories are not meant to be a conversation with the reader. Rather than writing "Why was this happening?" it is preferred to explain how you were questioning yourself or the Universe by saying something like "I wondered why this was happening."

Quotation marks (" ")

In dialogue, each person's words should be placed in a separate paragraph with curly quotation marks at the beginning and the end of each person's speech. Do not use straight quotation marks.

Punctuation always goes inside the quotation marks.

(NOTE: if your story is already lengthy, conversation requires paragraph breaks, which may use up a lot of page space. On the other hand, if your story needs more to meet page requirements in the book, conversational paragraphs can get you there quite quickly.)

Use single quotation marks for quotes within quotes: She said, "He told me, 'I love you.'"

Use single marks for emphasizing individual words within a sentence; e.g., I was just so consumed with 'doing' my job that I forgot to enjoy the process.

Internal dialogue (a conversation inside our head) should be italicized.

Spacing

Only use one space between sentences (after a period or other punctuation).

Time

Avoid specifying minutes if you do not need to; e.g., 7 PM or 6:45 PM or 7–9 PM

When specifying an exact time range, use an en dash to separate the hours; e.g., 7–9 PM. Within running text in a sentence, use 'to' instead of an en dash; e.g., It lasted from 7 to 9 PM.

Use noon and midnight instead of 12 PM and 12 AM.

Titles of publications

Use italics with long works and collections such as published books, reports, pamphlets, journals, magazines, newspapers, plays, films, music compositions, painting, sculptures, works of art, names or titles of events.

Use quotation marks around the title of parts of publications such as compositions, audiovisual programs, chapters titles, titles of newspaper articles, poems, etc.

Fact check your references. Verify the accuracy of all titles and spellings of names when referencing someone else's work. Verify the accuracy of all quotes.

If you are quoting from someone else's work or from another publication of your own, enclose the quote in quotation marks, limit your quote to 25 words, attribute the quote properly, and provide a reference line at the bottom of your story to be included on the reference page

CONTACT US

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