

## **Toolbox.com Blogger Incentive Program**

Our Blogger Incentive Program gives Toolbox members the opportunity to showcase their expertise, gain influence and be compensated for their contributions to the community. You can write about what you're working on currently, a past experience where you learned a valuable lesson, or explore ideas for the future.

In addition, we offer the chance to earn more with Focus and Feature

- **Toolbox Focus:** Periodically we will send out a Focus topic to program members. Write a post centered around that topic and receive a bonus.
- **Toolbox Feature:** Exceptional posts may be selected to be featured by Toolbox. This could be in a newsletter, on the home page, a special e-mail blast, or on our social media platforms.

## **Pay Structure**

Eligible posts will be paid using the following ranges:

350 - 699 words: \$50

700 - 999 words: \$125

1000+ words: \$200

Toolbox Focus posts earn an additional \$25.

Toolbox Feature posts earn an additional \$25 for each Feature spot (e.g. \$25 for a social media promo, \$25 for a home page spot, etc.)

Video:

3 minutes minimum: \$300

Longer videos will be evaluated individually for higher payments.

Maximum monthly payment is \$750, not including bonuses.

## **You might ask...**

What makes a post eligible?

Eligible posts will be at least 350 words in length, and centered at-large around your professional area of expertise. Posts should be easily classified within the Toolbox taxonomy. General discussion, personal experiences, or posts that are only tangentially related to your field may not be considered eligible.

How do posts get featured?

Our community managers will chose posts to be featured based on their informational value and topical interest, according to the needs of the respective Toolbox sites.