

startsat60.®

2023
Edition

Community Writers Handbook

Welcome to the Starts at 60 community

Since 2013, Starts at 60 has been an incredible platform for sharing your stories and challenging the notion that people in their 60s and beyond are simply "old." In fact, this is one of the most exciting stages of life!

Our articles are carefully curated to educate, inform, and ignite meaningful discussions about the topics that matter to the Starts at 60 community. We steer clear of advertorials and broad trends about people over 60. Instead, we encourage our community writers to dive deeper, crafting narratives that tackle real-life issues, provide valuable education, and offer genuine entertainment. We strive to deliver stories that resonate with our readers every single day – stories that reflect your experiences, your life, and what makes our community truly captivating. That's why we're thrilled to extend this opportunity for you to share your unique stories with us.

We can't wait to share your inspiring stories with other over-60s across Australia! Join us on this exciting journey of storytelling and let your voice be heard.



Brighton/Glenelg (SA) Starts at 60 Meet Up



Caloundra (QLD) Starts at 60 Meet Up



Traralgon (VIC) Starts at 60 Meet Up



Toowoomba (QLD) Starts at 60 Meet Up



Sydenham (VIC) Starts at 60 Meet Up

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...takes a hilarious look into the world of baffling
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Experts

Will your unconventional Will work?

Expert Susan Bonnici talks about the importance of planning your
will and estate, even if you have unconventional wishes, to ensure
your wishes are legally protected and carried out effectively.

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About Starts at 60

Starts at 60 isn't just your ordinary website; it's an online community made for digitally savvy over-60s across Australia who are young-at-heart. It's a place for over-60s to come together to connect, talk, learn, and share. Consider us the unwavering voice of the older generation! Full of life, activity and support, the Starts at 60 community cares for the needs of over 60s.

Our goal is to provide trending news, entertainment, and lifestyle content that others often overlook. Starts at 60 offers tailored advice on lifestyle, entertainment, hobbies, travel, fashion, romance, finances, and health for today's over-60s. We understand that being 60 marks the start of an incredible journey, and that's precisely why we're here.

We've crafted this platform with the knowledge that many individuals over 60 are now active online, eagerly seeking interaction within their own community and age group, all while craving this very type of valuable information. So, if you're ready to dive into a world where age is just a number, and where youthfulness knows no bounds, then you've come to the right place. Join us and become a part of a community that embraces the joy of living, regardless of age.

Together, let's celebrate the spirit of being young at 60 and beyond!

Want to learn more?
Visit startsat60.com for more information.



We're growing and growing!

We are proud to be Australia's #1 platform for digital-savvy over-60s serving more than a million over-60s online each month with news, retirement-relevant information, travel, nostalgia, inspiration, member deals and more.

1M+
Monthly active users

700K+
Facebook followers

3M+
Monthly pageviews

To accept and enjoy retirement

Enjoying every day of health & well being.x

Moved out of town I've lived in for more than 40 yrs

300+ comments

60 Starts at 60
May 22

Let's talk about the big decisions that help to reshape our paths. Have you made any big changes in your life this year so far?

Joined Avanti Gym for over 50's. Very good decision

What's the biggest change you've made in your life in the last year?

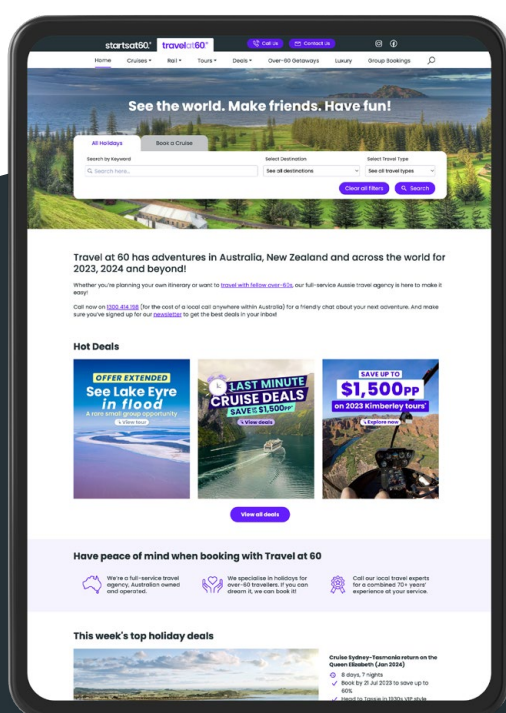
Altered my diet and lifestyle due to a horrible attack of diverticulitis that put me in hospital

To stop worrying

Got married, moved house, turned 70. All within three weeks

Living a healthier life and losing some weight, still a way to go but I'm getting there

To accept and enjoy retirement



Travel at 60

Our sister brand, Travel at 60 was launched in September 2016 and has grown rapidly to serve a beautiful community of travel lovers.

As specialists in travel for those in their 60s and beyond, Travel at 60 also offer a range of community holidays designed for people wanting to travel with like-minded people.

Get involved

Starts at 60 welcomes contributed articles and real-life stories from over-60s that are thought and discussion-provoking.

We're looking for people who'd like to lead sections in a more active manner, becoming a voice in the community. If you have a defined interest in any of the listed activities, please contact us! We also invite submissions of guest posts from subject matter experts on retirement-related issues.

Lifestyle

Motoring • Craft • Technology
Gardening • Fun & humour

Travel

Travel stories • Grey nomads
The solo traveller

Trending

Current Affairs • People • International

Entertainment

Books • Movies • Theatre

Opinion

Current affairs • Letters to the editor
Nostalgia • Family secrets

Property

Retirement living • Downsizing
Community • Aged Care

Fashion & Beauty

Trending 60+ Style • Beauty

Recipes

Healthy • Baking • Comfort Food
Cooking for one • Family Favourites

Health & Wellness

Vision • Hearing • Weight Management
Good Health • Living with...(major ailments)

Finance

Investment • Insurance • Retirement
Your Money • Government Benefits

What to write about

There are really no limits on the topics that you can write about, however, there are topics that appeal to our community more than others. Our main areas of focus are:

We remember when:

Our regular nostalgia column where writers in their 60s and beyond reflect on memorable experiences, objects and moments of nostalgia.

Family Secrets:

True stories about family secrets that will amaze people and make them feel like they are not alone with the craziness in their family. All of these are published under anonymous bylines to protect the contributors.

Letters to the Editor:

Argumentative opinion pieces written to the Starts at 60 Editor and audience to drive discussion on current affairs-related topics. Write them as "Dear Starts at 60".

Do it yourself:

How-to articles from over-60s who have learned 'the hard way' how to do something and want to share it, so others in your peer group can benefit from the learning. Please send in your photos with your story. And don't assume this needs to be about construction – we want craft, gardening, cleaning tips, life hacks, decluttering, and more.

Grey Nomads:

Stories from grey nomads that tell tales from their caravanning journeys through Australia and New Zealand. People are keen to hear about the experiences, routes and destinations in a relaxed and humour-filled manner, and please send your photos.

The Traveller:

Stories from big retirement holidays that others aspire to, telling tales that inspire others to get out of their homes and experience the world.

Funny Stories:

We love to laugh, so bring us your funny, comical or humorous stories of life, love or grandkids.

The Solo Traveller:

We love stories of solo travellers making their way in the world to experience things. Inspire more than 40% of over-60s who really want to travel solo and might want a little nudge.

The Tough Stuff:

Stories of hardship, troubling relationships and life-learnings that you want to share with others in their sixties. These can be anonymous if desired, just let us know when you submit.

Family Recipes:

We are looking for iconic, valued and really wonderful family recipes that you would like to see featured for Starts at 60 readers to make and enjoy.

Retirement Guide:

We publish articles from experienced retirees and retirement coaches who can provide reflections others can learn from in retirement. You'll find these on topics of health, wellbeing, money, downsizing and more.

If you are wondering about a topic that isn't listed above, you can always contact our community leader for advice.



Submitting your stories

We are seeking high quality, original, informative articles written specifically about a topic or issue.

If you are sharing a story from your past, it's good to frame the story around an important question, "*How is this relevant to someone else?*". If the audience can relate than the audience will respond. If your story is an extraordinary experience the audience want to read it but also wanted to be asked how they would react in a similar situation.

Each article should contain:

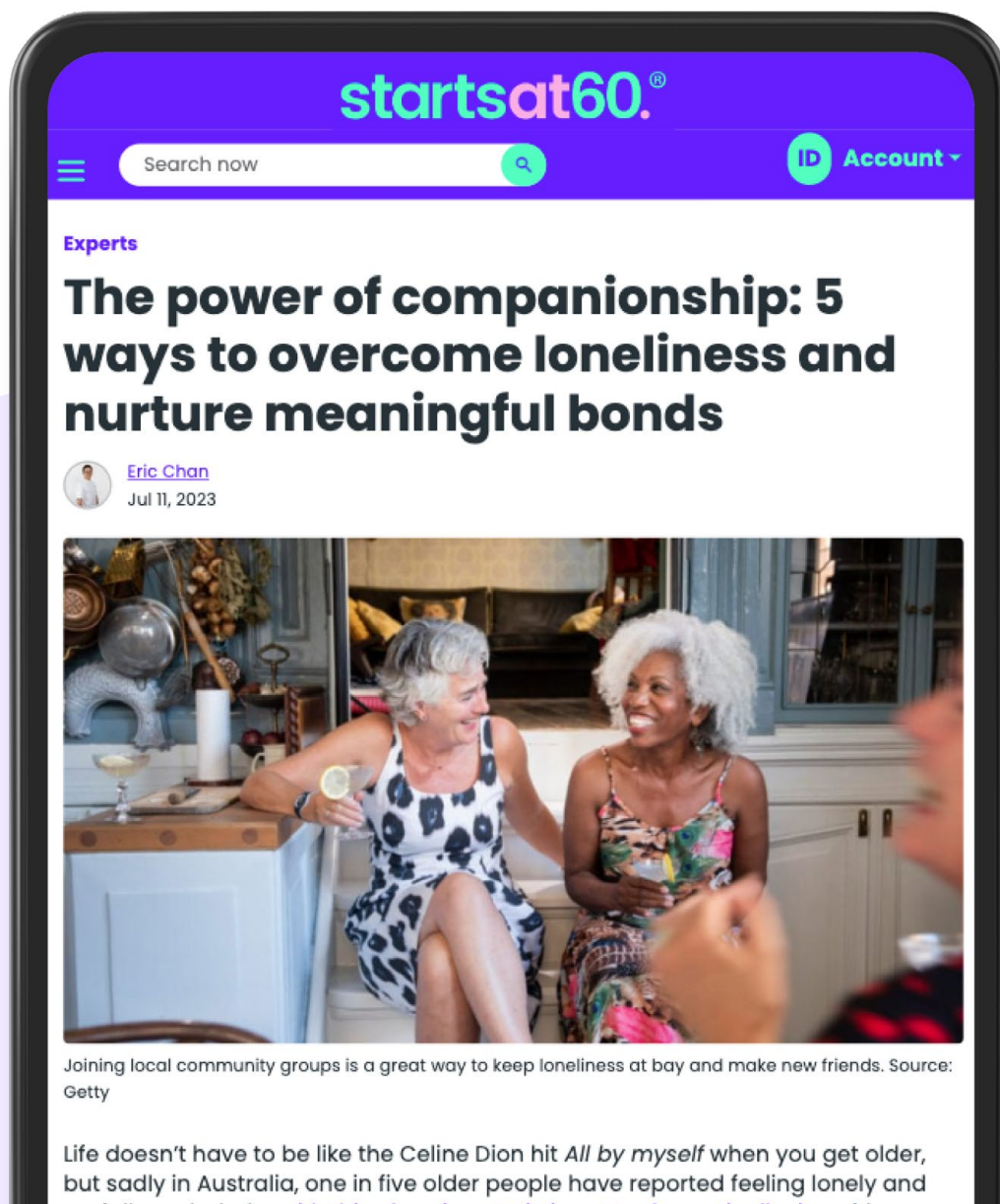
- Catchy title
- Teaser sentence
- 500-800 words in length
- Question for the community
- Image for the article

Each community writer will also supply a:

- Short Bio
- Profile Photo

Starts at 60 editors will look over every written piece, and grammatical changes will be made of any errors. As editors of the site, Starts at 60 staff reserve the right to edit any content submitted to fit within the editorial guidelines of the site. It is important to ensure your writing conforms to the desired style and has been checked for legal.

The Starts at 60 editors will strive never to change your story outside of basic grammar and will notify you if any other changes are to be made.



The do's and don'ts

Some do's ✓

- ✓ **Do write in a conversational manner.** You're having a conversation or telling a story to the community. There's no need to bog it down with statistics.
- ✓ **Do be playful.** It's your time to show your sense of humour and cheekiness so why not use it.
- ✓ **Do use case studies and concrete examples.** If you are explaining how a grey nomad should structure their budget to save for a large trip, make sure you take us through the entire real life situation so that anyone reading the article knows how the topic is relevant in their real life.
- ✓ Starts at 60 also have engaging headlines, so **be creative and remember not to capitalise the letter of each word** as well.
- ✓ **Do think outside the box.** Aim to give the audience something they haven't seen before. It is difficult if your article is too self-promoting as it doesn't really offer the reader a balanced insight. If you want to talk about a brand of beauty products, do so by comparing a series of eye creams specifically, not just one brand for example.
- ✓ **Do provide** the editors with a bio and image for yourself.
- ✓ If you have a picture that's relevant to the story that is from your private collection, then **feel free to send it in** with your article.
- ✓ Think about how you will engage with the reader... **ask them to comment on something.**



If you would like a copy of the Starts at 60 style guide, please email us at community@startsat60.com for a copy.

Some don'ts ✗

- ✗ Please don't expect Starts at 60 to publish blatant PR or advertorial; it is not fair to the community. Starts at 60 readers are interested in being informed not sold to.
- ✗ Don't go too far under or over the word count. 400 words is about right for the site as it means readers don't have to scroll down too far, and it means there's not too much white space.
- ✗ Don't put links all the way through your article going back to the same website.
- ✗ Please also don't continually reference yourself or your company – anything seen as too advertorial by the editors will not be published.
- ✗ Don't send content that has been published anywhere else online. Starts at 60 desires only exclusive content that grows the site as an exclusive resource for over 60s. Please help us in doing this!
- ✗ Don't use excessive jargon. No matter your topic, imagine that you are explaining it to a friend who has no idea what you're talking about. While they're all very clever, it's hard to expect anyone to stay on top of all the latest acronyms and buzzwords.



If you have any questions about anything relating to publishing content on the website you can email our community leader at community@startsat60.com

Writing tips from the community

We asked our community writers to offer you some tips and inspiration to consider when writing for Starts at 60. Here's what some of them had to say:

The first tip given by writers to anyone aspiring to be a writer is first be a reader. Unless you are reasonably well read, writing can be difficult. It doesn't mean you are unable to put your story across, it might not flow.

Go ahead and write. Don't worry whether it's right, that can come later. Oh, and within reason, don't get too bogged down over grammar. Editors are paid good money to tidy up rough edges.

You are you. Write about what you know.

The most creative time for the majority of us is first thing in the morning: Cupp (*recommended*), slice of toast (*optional*), write (*but don't drool honey!*). **John Reid**

'Just give it a go!' We can't all be the writers of novels but this group isn't 'elitist' at all. I write 'articles', generally on issues that I feel strongly about or have some personal experience of. I've had nothing but encouragement and support from the Starts at 60 Writer's group. AND it's such a 'buzz' to see something you have written 'published'. **Sue Leighton**

Write tight. **Pauline Conolly**

Keep it simple. I see some beautiful prose and well constructed sentences but sometimes think it isn't talking to the majority of readers. **Barbara Easthope**

Write from your heart, your feelings. Don't let anything or anyone deter you. **Fran Spears**

Learn the value of editing. Nicholas Sparks wrote a very interesting blog about his bestselling novel, *The Notebook*. Something he considered very important was originally a whole chapter, which reduced to a paragraph, which further reduced to a very impressive sentence, gaining power in the editing process. Also this is your voice and whilst spelling and grammar are important, don't lose YOUR voice in a sentence such as 'This is the type of arrant pedantry up with which I will not put'. **Karen O'Brien-Hall**

It's like packing your suitcase to take away on holidays. Trying to fit too many unnecessary words in. Put it all down..re check and cull what's not needed. I find it's usually about half. **Narelle Hulme**

Get someone to check if it flows. You may know what you are writing, but does everyone else? Also it is so easy to use a word over and over in the same paragraph without realising. **Jeanette Southam**

You have to bear in mind writing is like most other creative tasks - it's bloody hard work, usually worth it in the end. I've written a 77,000 word autobiography: it's taken me 6 years and about four re-writes, and I'm not even sure now, that it is quite there! Boy! It keeps the brain alive though! **Brian Lee**

Put a bit of humour into it. Keep it about 800 words. Check your grammar and spelling. Write about something you're passionate about. Check your facts. And enjoy it. **Karen Jones**

Make a beginning, middle and end. Works for me most times. **Pat Daley**

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Ready to submit your article?

The best way to submit your article for publication
is via the button below.

[Pitch your story](#)

