

Snafu Designs Freelance Writer's Guidelines

We hope our writer's guidelines give you a sense of what we're looking for. Please review our guidelines and our products to get to know our sense of humor. Let us know if you have any questions.

WHAT WE ARE LOOKING FOR:

HUMOR:

Our cards use clever ideas that are simple, concisely delivered, and aimed at a educated adult audience. We like "off the wall," irreverent, cheeky, warped, sometimes using "bathroom"-type humor that has a little bite to it! Our cards rely on a funny image OR clever words on the front of the card to setup the punch line inside the card.

SUITABILITY:

Please ensure that your idea has a "me to you" message. Think about WHO would buy the card, WHY they would buy it, and WHO they would send it to. Will people relate to the message? Would YOU buy the card? We all love to laugh, but cards without a reason to send just sit on the shelf. Your idea should fit into one of the following categories:

- Birthday
- Belated Birthday
- Love & Friendship (sentiments you might want to express to a close friend or significant other)
- Christmas
- Valentine's Day
- Mother's Day
- Father's Day
- Get Well
- Thank You
- Anniversary
- New Baby
- Congratulations
- Wedding/Engagement
- Easter
- Halloween
- Thanksgiving
- Graduation

HOW TO SUBMIT IDEAS:

Please do not send more than 12 ideas at a time.

SNAIL MAIL:

- We like ideas to be on individual index cards (3" x 5" preferably, but putting them all on one or two pieces of paper is fine, too).
- We do not expect an image to accompany each of your ideas. However, if you have an image in mind for your idea, please include it, even if it is just a stick figure drawing. It might help us to better visualize the idea you are trying to get across.
- Include a self-addressed #10 stamped envelope. Otherwise, we will be unable to return your ideas.
- Always include your email and telephone number in case we need to reach you quickly.
- Mail your ideas for consideration to:
 SNAFU Greeting Cards
 2500 University Ave. W, Ste C-10
 St. Paul, MN 55114

EMAIL:

- We still prefer you send us your ideas through the mail but also accept emailed ideas at snafucards@gmail.com.
- If you email your ideas to us, we will ONLY contact you if we are interested in purchasing an idea.
- Always include your full name and contact info.

If you have not heard from us after 8 weeks, feel free to submit those ideas to other card companies.

If your ideas are returned to you, please don't feel hurt. Hundreds of people send us ideas each week!

OBLIGATIONS AND LIABILITES:

- If we decide to purchase your idea, you will be sent a "Certificate of Originality" (provided by SNAFU Designs, Inc.) stating that you came up with the idea. All ideas MUST be original. No copying; no paraphrasing.
- We pay a fee of \$100 for any idea we use. Payment is made upon acceptance of an idea. We reserve all rights to its use.

Thanks again for your interest! I look forward to illustrating some of your ideas! Now go write something laugh-out-loud funny!!