



## **ABOUT IZZITGREEN**

IzzitGreen™ is a web community where people discover and discuss the products and services that fit their lifestyle as environmentally conscious consumers. On IzzitGreen, people find, review and share valuable insight on the products and services they use and need; and communicate about all things ‘sustainable’. Put simply, IzzitGreen.com helps consumers ‘find the good, green stuff.’

## **JOB OVERVIEW**

In the role of Freelance Contributing Writer for IzzitGreen you will help lead our efforts to create current, smart and engaging content for our member community. Your primary focus will be to write and blog about exciting trends in eco-consumerism examining the products, companies and people that are revolutionizing the new green economy. In this capacity you’ll be wearing our badge and contribute in the following ways:

- With your finger on the pulse of emerging trends in innovative and sustainable design, you’ll share your insight about the products and companies that few know about but many will appreciate.
- Find the stories about the people that are breaking the molds and recasting the new economy.
- Help lead the effort to grow Izzit and educate its members across several product categories, including health & beauty, style, gadgets & electronics, entertainment, sports & fitness, etc.
- Work with Izzit’s editors to ensure unbiased, high quality content.
- And...help us build the emerging brand of reference on the web on green products innovation: izzitgreen.com

## **REQUIRED APPROACH**

In order to succeed in this engagement, you must:

- Have a solid grasp of emerging consumer trends and preferences in design and products.
- Have significant writing and/or blogging experience with critical eye and unwavering commitment to accuracy.
- Have an engaging, concise & witty writing style – there’s nothing grim about Izzit.
- Have passionate and intimate knowledge of at least one of our topical categories.

**STYLE, HEALTH & BEAUTY, SPORTS & FITNESS, FOOD & DRINK,  
GADGETS & ELECTRONICS, ENTERTAINMENT, KIDS & BABIES, PETS**

## **COMPENSATION**

IzzitGreen.com utilizes two compensation tracks – we pay either by the post (\$10-25/post), or through a performance-based program where the contributor shares in the success of the posted content. We can help you choose which option to choose.

## **To Apply and join the Izzit team:**

Please send us your resume/CV, cover letter and a writing sample to [freelance@izzitgreen.com](mailto:freelance@izzitgreen.com)