



# www.bordoisila.in

North East's Most Idiosyncratic Digital Media Company

## TIPS AND TECHNIQUES FOR CONTENT DEVELOPERS

Dear contributor,

Firstly a big thank you for taking an interest in Bordoisila. Strictly speaking, we are BY THE NORTHEAST, FOR THE NORTH EAST & OF THE NORTH EAST. By default, we are a digital media company and primarily focus on developing viral contents that will take the internet by storm. The only fact that sets us a class apart from our peers is the fact that we make sure that every story or video that we publish is, in any way whatsoever, idiosyncratic to the North East region.

Here are a few tips that will help you understand what we demand from your submissions. Additionally, I am sure these tips will also help you to improve your creative skills.

1. First thing first, observe. There is a story happening around you every moment. All you need to do is LOOK & stop to OVERLOOK. And this applies to both authors and photographers. I am sure that a proper observation of your neighbourhood could perhaps give you the idea for your first story.
2. Consult your observations with your friends. Find out whether or not they can relate to your observation. If yes, carry your observation to the next level.
3. Research on the idea. Confer with everyone who can help you understand the idea better.
4. Find out the typical clichés people use to refer to the idea. This is the most important part. We do not publish for a select few. Try to make the story appealing to the laymen. You can work on this part more efficiently by keeping in mind the following points:-
  - a) Avoid pedantic thoughts and terms.
  - b) Simplify the idea so that everyone can understand it.
  - c) Cut the crap and edit out all the unnecessary affectations. THIS IS 21<sup>st</sup> CENTURY WHERE NO ONE LIKES TO READ A LONG STORY!
  - d) Include vernacular clichés and relatable terms.
  - e) End the story with a strong subtle message (provided there is one).
  - f) And most importantly make the title catchy so that the title itself tempts the viewer to open the link to the story.
5. Now prepare the final draft. Once you are done, submit your story at [submit@bordoisila.in](mailto:submit@bordoisila.in). Someone from our team will get back to you at the earliest.
6. PHOTO STORY: Just because you are a photographer and your job is to click photos and not write does not mean you cannot create a story. Remember it is ideas that matter, not words. If an author uses words to craft his/her story, you use less words and more photographs. Google photo stories, understand the idea and apply the same. And yes, the above guidelines apply to you as well. So make sure you make the best use of them.
7. And lastly, make sure you have read our Terms & Conditions before submission.

We are committed to safeguarding the moral rights of the content developer. You may refer to our Privacy Policy regarding any doubts. So do not worry, the moral rights of your content lie with you anyway. And on top of it, the deal is square- you get the traction and we get the traffic!

All the very best and wish you a happy brainstorming session!

Yours sincerely,

Ryhan Ahmad Marfua,  
Creative Head,  
Bordoisila Media House  
[ryhanahmadmarfua@bordoisila.in](mailto:ryhanahmadmarfua@bordoisila.in)

NOTE: For any other content related issues, just drop me a text on WhatsApp, and I will get back to you asap. My phone number is +918876380285