

# 2022 Editorial Calendar

StartupNation accepts pitches from experienced entrepreneurs, thought leaders and accomplished small business owners who wish to share the real-world wisdom they've learned from their in-the-trenches experience.

## January

### **Getting Started: So You Want to Start a Business?**

*An emphasis on the basics.*

## February

### **Technology and the Metaverse**

*What new technologies are right for your business? AI, VR, AR, etc.*

*The realm of e-commerce, blockchain technology and fintech.*

## March

### **Staffing and Human Resources**

*Finding – and keeping – the best talent.*

## April

### **Funding Your New Business**

*Which option is best for you?*

## May

### **Sealing the Deal**

*From effective sales pitches to pricing to negotiations to conversions.*

## June

### **Challenges and Solutions**

*A series of expert-driven narratives on common problems and how they were solved. First-person accounts of what it's like being an entrepreneur.*

## July

### **Partnerships**

*Affiliate relationships, creating key partnerships and using influencers.*

## August

### **Habits of the Most Successful Entrepreneurs**

*Do you have what it takes?*

## September

### **Women in Business**

*Stories to motivate and inspire plus advice from thought leaders.*

**October**

**Cybersecurity**

*Best practices to protect your business.*

**November**

**Main Street Entrepreneurism and the Importance  
of Shopping Local**

*Black Friday, Cyber Monday and Small Business Saturday.*

**December**

**Starting up in 2023**

*What we've learned in 2022 and what we need to know going  
forward.*

**Note: The 2022 Editorial Calendar is subject to change. To pitch content, please contact  
[editor@startupnation.com](mailto:editor@startupnation.com)**