

The Perfectly Happy Man

Review Writing Guidelines

Thanks for your interest in beer! We're glad you're considering sending us your "brewpinion." The point of this site is not to win the Pulitzer Prize. You as a reviewer have a good amount of creative freedom. However, there are some common practices that you must adhere to in order to help our site perform well on Google searches and deliver consistently to users.

Many beer review sites focus exclusively on the 5 pinnacles of reviewing: Appearance, Smell, Taste, Mouthfeel, and Drinkability. Please feel free to think about and implement these important standards. However, the distinguishing factor at The Perfectly Happy Man is that beer reviewing should always be **accessible** to average Joes and Janes. We don't write reviews to make people think we're cool, we write them to help people enjoy beer, and enjoy it responsibly. If you disagree with this, then feel free to peddle your opinions somewhere else.

If you're down for a review or ten, check these before you send 'em in:

Writing Your Review

- All reviews must be at least 250 words
- All reviews should be accompanied by at least one image of the beer you're reviewing:
 - Image must be high resolution (no mobile phone photos), use an actual camera if you can.
 - You must provide at least one landscape-oriented image that is at least 800px wide by 600px high, and saved as a JPEG.
 - Photos should include the bottle/can the beer came in next to the full glass of beer, demonstrating the color/head, etc.
- All reviews need to have classification information *at the end*:
 - Brewer name
 - Type of beer: (Ale, Stout, IPA, Witbier, etc.)
 - Country and region/state of origin
 - Letter grade (see below)
 - **A** – Outstanding (a *must* try)
 - **B** – Good
 - **C** – Mediocre
 - **D** – No thanks
 - **F** – Avoid at all costs

Submitting Your Review

- Send your finished reviews to **submit@thepperfectlyhappyman.com**.
- Attach your review via a Microsoft Word document or some other text format, and you images.

The Perfectly Happy Man

Review Writing Guidelines

It's pretty much as simple as that. If you neglect any of these guidelines, your review won't make it online. We promise.

Creative Suggestions

The most important thing about reviewing, especially for the First Timer, is that you have **fun** with these. If you know a lot about beer, then go to town! If you're just having fun, describing the situation in which you had the beer, fair game. At least describe the beer as best you can. Everything else is up to you.

"Full-time Staff Reviewing Positions"

If you dig beer enough to write consistent reviews and/or commentary for no pay, and if you're able to garner a favorable recommendation from one of The Perfectly Happy Man's existing staff writers, you are well on your way to joining the team. We are always on the lookout for committed contributors. Don't hesitate to contact Taylor at taylor@theprecelyhappyman.com for inquiries about joining the team for good.