

THE DZONE EXCLUSIVE

Zone Leader Program

DZone's Zone Leader program was created to identify a worldwide team of talented individuals who are both tech experts and excellent writers to support and facilitate original and syndicated content. As a Zone Leader, you'll have the opportunity to shape the editorial character of our topic Zones. In return for managing and growing two to four Zones, Zone Leaders receive many benefits, including monthly compensation and increased visibility on DZone and elsewhere.

A ZONE LEADER IS:

- An enthusiastic tech industry practitioner who has been in the trenches of software development
- An excellent communicator with highly developed writing skills
- An active community member passionate about sharing their knowledge with the DZone audience
- An intuitive editor and recruiter with an eye for quality content and talented bloggers
- A life-long learner

WHAT A ZONE LEADER CAN DO

- Be active in your Zone! Engage with contributors and encourage them to write
- Write two or more articles per week to be published on DZone
- Curate 10 or more articles per week for publication on DZone
- Help identify and refer new MVBs and potential contributors
- Represent DZone at conferences and meetups

WHAT A ZONE LEADER GETS

A monthly stipend



Monetary bonuses for the following:

Syndicating extra articles

Writing extra originals

Writing Guide articles and Refcard content

Referring MVB candidates who sign on within six months

Performing technical reviews of Guides and Refcardz

Creating and editing community surveys



Daily interaction with and support from the DZone team



Opportunities to receive products for review, press passes for events, and swag



Exposure to a global audience of software developers

Zone Leader

FREQUENTLY ASKED QUESTIONS

What is a Zone Leader?

A Zone Leader works to support and facilitate the creation of both original and syndicated content within two to four specific Zones. Each Zone Leader (ZL) must fulfill a set of obligations, which includes writing a set number of original articles and syndicating a minimum number of posts. They are also expected to engage regularly with the audience in their Zone through commenting, referring contributors, and curating newsletters. In turn, ZLs receive monthly stipends, recognition, and bonuses for outstanding work. To sum it up, a Zone Leader is:

- An enthusiastic and experienced software development professional
- An excellent communicator with highly developed writing skills
- An active DZone community member with a passion for sharing knowledge
- A keen editor and recruiter with an eye for great content and talented authors
- A life-long learner

What is the time commitment?

Most Zone Leaders spend about five hours a week on their responsibilities. It's a great program for active software professionals with full-time jobs who are looking to build their reputation and earn some extra money.

Do Zone Leaders get paid?

Yes! A Zone Leader who fulfills his or her minimum duties will receive a monthly stipend from DZone. We also offer multiple opportunities for bonuses for those ZLs who go "above and beyond" the basic core duties.

Do I have to post exclusively to DZone?

No. Zone Leaders do have to sign a contract, but it is non-exclusive. You can continue to post your content to your own blog. If you're considering posting your content to other websites, just run that by us.

How are Zone Leaders different from MVBs?

Zone Leaders can be MVBs, but MVBs are not Zone Leaders. An [MVB](#) is any blogger whose content we syndicate. Most of our current Zone Leaders fall into that category. A Zone Leader, however, has far more responsibilities than just writing content for his or her blog. They choose content for syndication, write originals, and curate newsletters. Moreover, they work closely with the DZone editorial staff and are a part of the DZone team.

How rigid are the minimums/requirements for the Zone Leader program?

The Zone Leader program was designed for maximum flexibility. We realize that Zone Leaders might differ in their strengths and preferences, as well as in their amount of free time. If a Zone Leader fulfills the basic duties of the program, he or she will receive the full monthly ZL stipend. These duties are:

- Syndicate 10 articles/week (40/month)
- Write 2 original articles/week (8/month)
- Comment on 2 articles/week (8/month)
- Refer 10 contributors/month
- Curate 2 newsletters/month

However, a Zone Leader might find he or she has more interest in one responsibility over another, such as writing originals over syndicating blog content. In that case, he or she might write 15 blog posts a month and receive a bonus, while doing only the minimum in terms of syndication.

Each Zone Leader's program can be individually tailored. For more information, email editors@dzone.com.

What are the benefits of joining the Zone Leader program?

Zone Leaders receive several benefits and perks from their involvement with DZone. For example, ZLs receive monthly compensation, as well as bonuses for exceptional performance. ZLs also gain recognition for being leaders in their fields, and benefit from increased promotion by DZone through social media and email marketing. Members of contributor programs grow their audiences through exposure to new DZone readers around the globe. They also receive professional editorial services and advice.

What kind of support does DZone offer its Zone Leaders?

Our editorial team is always available to help contributors and answer any questions they may have. We promote Zone Leader content by sharing it on our social media profiles and in our email marketing. In addition, we've just launched the [Writers' Zone](#) to offer writing tips and prompts to get the creative juices flowing! ZLs are also the first people our editors reach out for paid writing opportunities like [Guide](#) articles and [Refcardz](#).

How do I get started?

Send an email to editors@dzone.com and let us know why you'd be a great fit for the Zone Leader program.