

# Clean & Wholesome Category Content Diagram by The Writing Gals

## C&W Level 1

- Holding Hands/Affectionate Touching
- Compliments/confessing love
- Low-description kissing
- Tender embraces/cuddling
- Blushing and sighing
- Non-descriptive discussions of sex
- Established Relationships
- Fade to Black if married
- Any sexual encounters from past only referred to, not described or on-screen.

- Gasping, deep sighs, light growls and groans
- Thinking/speaking about desire non-descriptive
- Fade to black for established relationships after a scene that matches this level—but may be unpopular if not married.

- If they lay down together anywhere, use little description of contact/moving
- May happen in a bedroom or on a bed, but should be interrupted or end with a fade to black scene. Keep focus on the emotion.
- Fade to black should still happen between married couples or at the end of the book between engaged/committed couples

## C&W Level 2

- Touch that signals attraction
- No touching in underwear zone
- Long kisses, lightly descriptive
- Deeper kisses, tongue implied not described
- Feel warm/flushed

## C&W Level 3

- Hands moving, still not in underwear zone
- French kiss with tongue described
- Make-out sessions still follow guidelines.
- Feel hot, sweating
- Heavier gasping, groaning, deep growls, panting
- More frantic and lose some control
- Male shirt may come off, but nothing else
- Leg may straddle waist, but no mention of arousal.



Anything that goes beyond this point should not be in Clean and Wholesome, even if you would label it "Sweet".

This is a diagram of the steam levels wanted by the Clean and Wholesome Market as understood by The Writing Gals. Each level can contain everything in the level before it. Moving from one level to another will change the size or portion of the audience that will enjoy your book. Language and violence also play an important role but were not included. This is intended only as a guide and not as "rules". Sweet is a description, not an official category so we will not define.