



## Agent & Advisor – Content Submission Guidelines

All content submitted via Agent & Advisor must meet our guidelines and is subject to editing. Before you submit an article, you must verify that it meets these guidelines.

As a contributor, you have the unique opportunity to get exposure by sharing your insights and advice with readers online. We believe that having a great personal and company brand is critical to your success — which is why our editorial team works with you to ensure every article you submit positions you as a thought leader and subject matter expert.

### General Overview

As an overview, here's what we're looking for:

- Write about your industry and/or area of expertise. Agent & Advisor contributors offer articles to a dedicated, subscriber-based audience. That means your advice or observations must be related to your area of expertise and based on firsthand experience in the industry and your role.
- Don't oversell or be overly commercial with ad, press releases or marketing copy. This audience seeks your best tactical advice and industry expertise. The best course of action is to inform and educate while providing real-life case studies as proof-points to your messaging. Useful content increases your visibility and leads to new opportunities.
- Include your own unique insights and expertise. Avoid generic advice that readers have heard before. Look for specific, tactical, fresh angles on your favorite subject matter.
- Avoid jargon, long quoted passages or academic-style writing. Readers prefer straightforward, accessible content that is easy to share and understand.
- Include a takeaway so your audience recontributes your advice. The best way to stay top-of-mind is to offer value.

### Requirements

In addition to the guidelines above, every article must meet a few general requirements:

- Articles must be between 500- 800 words.
- Include an introduction and a conclusion.
- All sources must be attributed with hyperlinks from trustworthy sources.
- Only links to trusted, authoritative websites are permitted. No keyword links, affiliate links, lead-gen links, company links, client links, etc. are allowed. See more in "Link" section below.

- Fact-check everything before you submit it to us.
- No self-promotion or conflicts of interest.
- No offensive, partisan or discriminatory content.
- No puff pieces or listicles about vendors, products or people. When you do make a recommendation, be clear about why and offer several reputable alternatives. (If you have a conflict of interest, avoid any brand mention.)
- Avoid statements that guarantee success or results (e.g., “these 3 marketing strategies guarantee you’ll make millions”).
- We do not publish articles criticizing companies or people. Focus on giving positive, tactical insight.

### **Content Limitations**

Agent & Advisor reserves the right to rewrite article drafts based on the editorial guidelines listed herein. With topics, editors may require additional sources or supplementary information to support claims. When necessary, editors may also add standard disclaimers to the end of the article.

### **Byline/Bio Information**

It is contributors’ responsibility to make sure that their Name, Company Name, Twitter, Website and byline are always all correct.

Please note that we require your bio to be brief. No more than one paragraph (3-4 sentences). Only 1 link is guaranteed to appear in your byline.

### **Editorial Discretion**

Our editorial team reserve the right to edit all content submitted for publication, including:

- Line edits for grammar, spelling and syntax, as well as formatting.
- Updates to headlines and subheadings.
- Revisions for length, appropriateness, clarity and style. We will advise you and ask for your final review if we make substantive edits.

The Agent & Advisor editorial team is here to ensure your article submission meets all guidelines. While we make every effort to ensure that we catch all grammar, style and link issues, mistakes do happen. Contact the Agent & Advisor editorial team with questions or corrections.

### **Bylines and Authorship**

Our publishing benefits are only for accepted contributors of our community and each article can only have a single byline. For that reason, our editors cannot accept content written or co-written by other contributors of your staff, other contributors, or individuals outside the community.

## **Link Policy**

As a contributor, you will receive a byline with a link to your company when you contribute articles. Do not include links to your company, product, services or clients within the body of the post. If you do, they will be removed.

Any links in the body of your post must serve to either edify the reader or support a statement of fact. If you do link to third-party sources, they must be authoritative, trusted sources such as major trade publications, research reports, reputable news media, etc.

## **Accuracy, Copyrights & Fact Checking**

It is your responsibility as a contributor to do your research, check the accuracy of your facts and ensure that you have permission to post or quote any copyrighted or confidential information. Our editors will verify accuracy where possible and easy to do so, but it is ultimately your responsibility to ensure the material you are presenting is credible and correctly attributed.

## **Confidentiality**

All contributors are expected to respect the privacy and confidentiality (as well as the copyright and intellectual property) of the companies, people or fellow contributors they may write about or reference without exception.

## **Exclusivity**

After your article is published on Agent & Advisor, you retain the copyright, but Agent & Advisor has exclusive publishing rights. This means that you can republish it on your blog or a personal site (including social media, i.e. LinkedIn) and AmeriLife can republish (or repurpose with attribution) in other company publications or editorial projects. If re-published or syndicated elsewhere, Agent & Advisor will seek your permission for approval.

## **Plagiarism**

Our editors use a plagiarism checker for every submission to ensure content is 100% original. Plagiarism is never tolerated, in any form. Do not submit plagiarized work under any circumstances.

## **Agent & Advisor Writing Guidelines**

These guidelines are designed to help you understand our readers' expectations and suggest ways that will help you build your audience.

**Game Plan:** Writing works best if you follow a game plan. Figure out what topics you're covering, explain your focus to your readers, and then stick with your strategy.

**Headlines:** Please write your headlines in Title Case.

**Attribution/Links:** Readers like to check out your original sources themselves. When you comment on a news article or blog post published elsewhere, you should credit the source and provide a link to that source.

**Conflicts of Interest:** Our readers expect you will disclose any actual or potential conflicts of interest concerning topics covered in your blog. (You may also be legally required to make these disclosures). This includes any financial interest in any product, firm, or commercial venture relating to your post's subject. You should not use your association with Agent & Advisor to solicit or accept free or discounted goods or services.