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Need help?


Just post in the chat box.

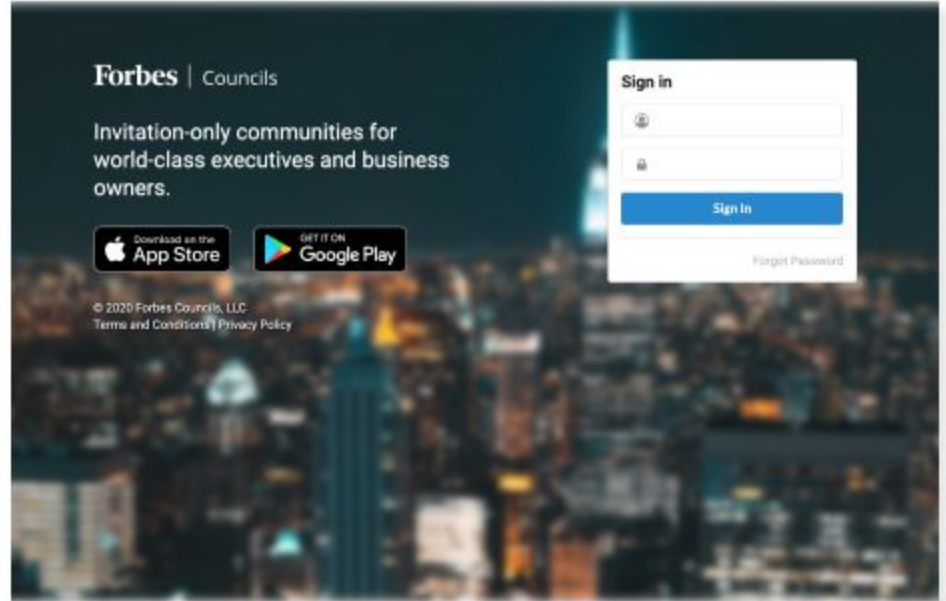


Everything You Need To Know To Get Published

1 Get logged in:
councils.forbes.com/app

2 Bookmark this page 

3 Message us in Zoom
if you need help 





Alyssa Ammirato
Senior Editor

10 years creating &
editing content for web
publication



Michelle Money
Member Engagement Manager

4 years of working with
Forbes Councils Members



25+ full-time expert editors &
member success staffers who
help members prepare articles
for publication

Role of the Editors

Collaborate with you to make your content the best it can possibly be

Develop your story ideas through 1-on-1 feedback

Ensure content meets publishing guidelines AND resonates with readers

Publishing Content

Create and publish first-person expert articles on Forbes.com that showcase **YOUR** unique expertise as a leader; plus, you get a dedicated author page!



Juliette Rizkallah

Forbes Technology Council Member | COUNCIL POSTS | Paid Program

ARCHIVE

27, 2019

eting And exist?

Privacy can coexist,
we have to evolve



ABOUT

Chief Marketing Officer at SailPoint, overseeing all aspects of the company marketing strategy, positioning and execution.



Why Publish?

BUILD VISIBILITY & CREDIBILITY
through your Forbes.com
author page & badges

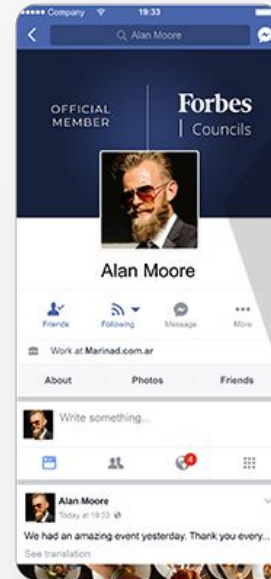
SHOWCASE YOUR EXPERTISE
when potential customers,
hires, investors Google you



Why Publish?

CREATE EVERGREEN CONTENT

- Personal branding
- Hiring & onboarding
- Company site, white papers, etc.
- Sales & marketing collateral
- Investors, board, potential partners
- Social proof





“I joined Forbes Councils a little over a year ago. I saw it as a great opportunity to be able to amplify my voice and share information as a thought leader in the industry.”

Alex Chalekian

PUBLISHING

Choosing Your Topic

The best articles educate readers and help them solve a problem. They offer a fresh take based on your firsthand experience.

Ask yourself, “**What can I teach or share with my readers that no one else can?**”

This isn't an opportunity to sell. It's your chance to build trust and showcase your knowledge.

PRO TIP

Stick to your areas of industry expertise to attract the readers who are most important to you.

Topics That Always Work

- The last big problem your org solved + steps you took to fix
- One unusual tip for improving your output as a leader
- Very best or very worst business advice you ever received
- Top 3-5 predictions for what's next in your industry
- Unique ways you improve customer satisfaction

PRO TIP

Know WHO your reader is before you choose a topic.



“Forbes Councils allows me to write about topics that I care about and specialize in, and provides a platform for my voice.”

Parna Sarkar-Basu

PUBLISHING

Editorial Guidelines

THE BASICS:

- 700-800 words (1k max)
business advice/insights based on your expertise and field
- Must be previously unpublished (including blog and LinkedIn posts)
- Do NOT sell or promote - it undermines your credibility
- Check guidelines regularly for updates
- Include a takeaway (or 2, or 3) to stay top of mind
- No politics, religion, etc.

PRO TIP

Evergreen advice → more marketing opportunities for you

Using the Website

Log in and click on **ARTICLES**

Here, you can...

- Submit new articles
- Respond to editor feedback/ask Qs
- See current article status
- See your published content
- Review guidelines
- Answer Expert Panels!

Using the Website



Forum

Members

Expert Panels

Articles

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Discover Browse



Recently Joined



Francois Devillez

AlphaSwap
Co-Founder and Chief Oper...

19 hours ago



Dmitriy Shelepin

Miromind
CEO & Head of SEO

a day ago



Darrell Moon

Orriant
CEO

2 days ago



Gordon Lawson

RangeForce
Chief Revenue Officer/Pres...

3 days ago



Sasha Berson

Catapult Revenue
Chief Growth Officers

7 days ago



Deke Welling

CLS Sustainable, Inc.
Chief Executive Officer & C...

7 days ago

Recently Viewed



Using the Website



Create an Article

Take the first step to getting published

Compose a new article, receive feedback from our professional editors and get published. Before beginning, [review our guidelines](#) and [watch a video](#) on how to write great content.

Create New Article

Important Update

If you are writing an article about the coronavirus or COVID-19 please read our special guidance.

[COVID-19 Guidelines](#)



Your Byline

Article attribution

Your byline appears along side every published article you write. Make sure it is up to date and accurately reflects your title and company.

You haven't added your byline yet.

[+ Add](#)



Content Studio

Professional content strategy

★ PREMIUM

Need some assistance moving your article along?

For an additional fee, get matched with a dedicated content strategist who will develop your strategy, write, and edit. [Learn more](#) and [schedule a call](#) to get your questions answered.

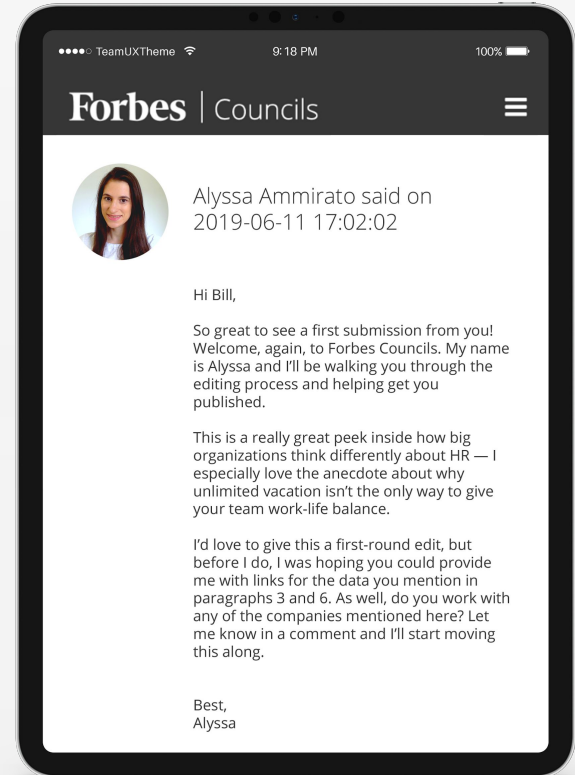
Content Guideline

Before our editors can get to work, your content must meet some basic guidelines. Familiarize yourself with them to ensure success in your article publishing.

[Read Guidelines](#)

Collaborating With Your Editor

- Trust your editor – they're here to expedite the process AND make you look great. You share the same goals!
- Respond quickly w/ questions or feedback
- If you have a member of your team helping you, set up an email filter or give them your credentials!
- Ask your editor for thoughts on your next topic(s)



Efficiency Secrets

- Read guidelines BEFORE writing
- Watch your inbox for updates from your editor
- Carve out time in the 2-4 weeks after submission to respond to editorial feedback quickly
- Hyperlink all research and data and disclose relationships so we can fact-check faster

Finally, **PLAN AHEAD**. Articles take an average of 4 to 5 weeks minimum because of the attention we give each one.

Content Studio

If time is your biggest obstacle, consider investing in [Content Studio](#) and have us do the heavy lifting.

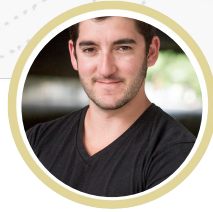
- **Goal-based strategy:** We help you define a strategy catered to your audience/goals
- **Experienced team:** Collectively, we've been published on leading sites, authored books, served as ghostwriters for top influencers and edited award-winning publications
- **Expedited process:** Eliminate back-and-forth and take advantage of your membership faster

You're Published!

Now it's time to make sure you get your content into the right hands!

Some quick ideas:

- Add title & link to your email signature
- Include link in your next company newsletter
- Email it to your staff and stakeholders
- Draft plan to share on all social channels – not just today, but over several weeks/months
- Sit down with your team to get started on your next article topic! (And feel free to email ideas to concierge@forbescouncils.com before you get started.)



“The thought leadership that I contribute is super helpful to our branding and marketing. I’m using it as an asset to communicate with our existing audience. I look at it as validation.”

Erik Huberman

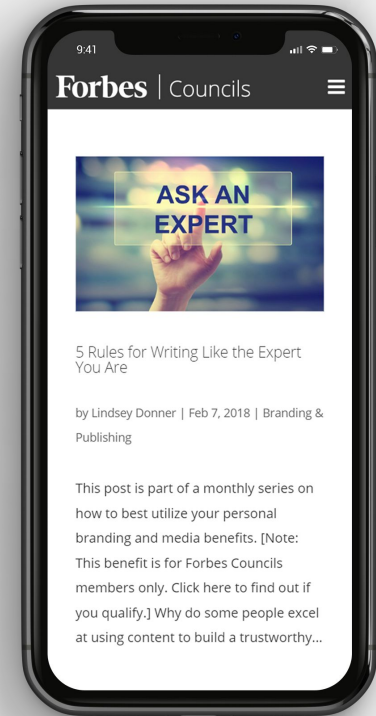
PUBLISHING

Resources to Help

Need more help?

Here are some quick resources:

- conciierge@forbescouncils.com
- Blog: councils.forbes.com/blog
- Dashboard: councils.forbes.com/app
(to reach your editor, read guidelines, or check on article status)
- Or, apply to [Content Studio](#)





Forum

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GROUPS BETA



Expert Panels

It can be easier to manage a hefty or quick-turn campaign by bringing in freelance/contract workers for reinforcement. What's one way to ensure freelance workers fully understand and are on board with the focus and direction of a campaign? >



Add your answer

Partnership marketing can be an effective way to reach a broader audience. What's one tip to help businesses team up for a successful partnership marketing campaign? >



Add your answer

Most of us have identifiable turning points in our careers when we have learned something that sticks with us going forward. What's one of the most important learning experiences of your career, and why was it so significant? >



Add your answer

Clients play an important role in developing successful marketing campaigns, but sometimes they forget who the marketing experts are in the relationship. What's one tip for dealing with clients who forget to ask for expert



1,232 views | Jul 8, 2019, 08:15am

12 Tips For Marketing Your Business's Culture To Both Consumers And Future Employees



Forbes Agency Council COUNCIL POST | Paid Program
Leadership



POST WRITTEN BY

Expert Panel, Forbes Agency Council

Successful PR, media strategy, creative and advertising executives from [Forbes Agency Council](#) share trends and tips.

- f Creating and showcasing a positive and welcoming company culture is imperative these days. Not only does
- ✈ this tactic attract new employees, but with how focused Millennials and Gen-Z consumers are on brand identity,
- in it's also beneficial in attracting these customers as well.

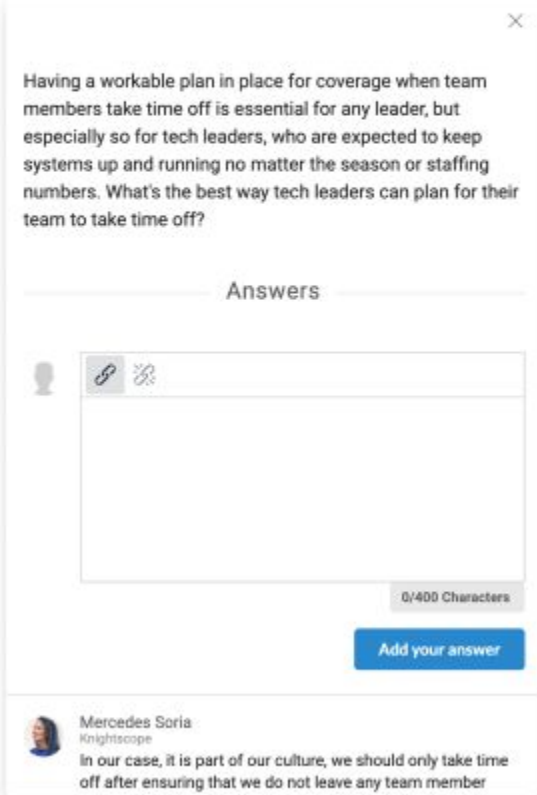
If you create an inviting culture and find an effective way to showcase it, then you can secure lifelong customers and truly invested employees. We know all of this can seem like a daunting task, so we've asked 12 experts from [Forbes Agency Council](#) to share their top tips and help you figure out the best strategy for your company.

Forbes Agency Council EXPERT PANEL






Your Turn!

- 1 Click on Expert Panels and review the questions.
- 2 Answer one in 3-5 sentences.
- 3 Tell us by emailing conciERGE@forbescouncils.com and we'll publish




Having a workable plan in place for coverage when team members take time off is essential for any leader, but especially so for tech leaders, who are expected to keep systems up and running no matter the season or staffing numbers. What's the best way tech leaders can plan for their team to take time off?

Answers

0/400 Characters

[Add your answer](#)

 Mercedes Soria
Knightscope
In our case, it is part of our culture, we should only take time off after ensuring that we do not leave any team member

QUESTIONS?

Use the Q&A box to type a question.

This recording will be shared via email.

Concierge@forbescouncils.com



We Value YOUR Feedback!



THANK YOU!