CORPORATE COMPLIANCE

INSIGHTS

Writer Guidelines

CCI Columnists Receive:

- Picture with name featured on homepage during week of publication
- Listing of name, company name and title on CCI's Author page
- Bio page with full in-depth bio

Information Needed From New CCI Columnists:

- Name as you would like it to appear on byline (name only, no company)
- Color headshot
- In-depth bio for author page

Articles:

- 500-1,000 words in length. Any articles more than 1,000 words may be broken up and published in installments, most likely two days apart.
- Please include byline and category in article document. For content category, select up to two: **Audit, Governance, Risk, Ethics, Compliance, FCPA or Fraud**
- Please include relevant links. If you reference an article, please include the link in the article or place the URL at the bottom of the article so the editor can add it in.
- Articles should be by a single author, or if necessary, one author and one contributing writer. No co-authored pieces, please.
- Please, no footnotes.

Procedure for Submitting Articles:

- Please send in the article on the agreed-upon deadline. Delaying submission can throw off our editorial calendar and delay the publication of your article.
- When sending in an article, please send it to **editor@corporatecomplianceinsights.com**
- Your article will be published within roughly two weeks of submission. This ensures adequate time for planning and editing.

3 Tips for Creating Irresistible Web Articles

Give your article a magnetic headline.

Your headline is your first opportunity to sell your article to readers. If it's not attractive, no one will click on the link to get to your entire article. Question conventional thinking (ex. "Is the World Really Round?") Specific numbers in headlines and actionable items never fail to get attention.

A few surefire headline winners:

- Here is a Method that is Helping [blank] do [blank]
- Get Rid of [problem] Once and For All
- Have a/Build a [blank] You Can Be Proud Of
- What Everybody Ought to Know About [blank]
- How T o Do [blank]
- 7 Tips For [blank]
- 5 Ways To [blank]

Start and finish strong

The opening paragraph, next to the headline, is the most important thing. You're still convincing the reader that your article is worth reading. Write with the purpose of persuading your reader to read the next sentence. You'll want your main point to go in the opening paragraph or in the closing one—that way it doesn't get lost in the shuffle in case the reader only has time to scan the article.

Make your content scanable.

We're in a constant battle for attention. People have other things on their mind when they start reading your piece, and you want to make it as easy as possible for them to understand what you're saying. To make your content scanable:

- Keep paragraphs short.
- Utilize bullets or numbered lists.
- Break up your article into different sections with sub-headings.
- **Bold** or *italicize* key quotes or points.