

Writer Guidelines for ProducersWEB

Note: Our editorial staff knows all of you are not Pulitzer winning journalists, and our job is to edit your articles. These are just a few general guidelines to assist you.

When writing content for ProducersWEB, please remember that your articles and blogs should be informative, rather than promotional. We ask that you refrain from including advertising of specific products, contact information and other promotional content that would not be appropriate for a traditional magazine article.

However, you may always submit press/news releases to notify ProducersWEB members of new events and products. Please refer to the press/news release guidelines for instructions on how to write a formal press release.

Also, please note that we do not tolerate plagiarism and will remove any plagiarized content from the site if we see it. All content needs to be written by the contributor or by a ghost writer who has given the contributor approval to put their name on the byline. Any content taken from other sources must be cited in the article, blog or news piece.

Blogs:

A blog is less formal than an article. You can write in a more personal way, addressing your readers and even adding some humor to your post if appropriate.

Subject matter: A blog can be about any subject you think will be of interest to your prospective readers.

Have an audience in mind. Is your audience made up of producers seeking advice on selling? Or is your audience made up of financial advisers wanting an update on a complex piece of legislation? Think of your audience's interests when conveying your message.

Word count: A blog post should be between 200 and 400 words, although because blogs are informal there is some flexibility for length.

Articles:

Articles are more formal than blogs. Write in an engaging way, but also think of the articles you read in your trade magazines or even the newspaper. Avoid excessive use of exclamation points and other unnecessary punctuation that make it harder for your readers to comprehend your message.

Avoid words such as very, obviously, incredibly, interestingly, etc. If your content is so obvious or incredible, your readers will see that without you pointing it out.

Subject matter: As with blogs, choose a subject with your audience in mind. Convey your message in a way that will be clear, yet interesting to them.

Word count: An article should be 300 words or longer.

Press/News Releases:

Companies use press releases to notify the media and the public about a newsworthy event, such as a product release, new survey or new company member. They have informative headlines, and generally include a date and location.

When writing a press release, include important facts and relevant quotes. Consider the who, what, when, where, why and how.

Your company's boilerplate should serve as the final paragraph. If you don't have one, include important information about your company such as business focus and size.

Subject matter: Include newsworthy content, and do not use your press release as an advertisement. Do not use call to actions and avoid using direct address such as I, you, we, etc. Do not include pricing of products or services.

Word count: 250-500 words.

Other general tips and information:

Writing for the web: Writing for the Internet is different than writing for a print publication. When people read online, it takes them longer to scan the text and their attention spans are shorter. You can make it easier for them by keeping your sentences short and your paragraphs to only two to three sentences.

The main idea is to chunk the text down. This can be achieved by using bulleted lists and subheads, which will make reading easier for your readers.

You will also want to think of keyword phrases. Make a list of the phrases people would be likely to Google when they are searching for the topic in your article. Include these in your text.

Titles for articles on the web do not need to be catchy. It is more important they make use of keywords and easily convey the subject matter of the article.

Style: We use the Associated Press Stylebook, but our editors will proofread your posts to make sure they comply with the manual.

Reprints:

You agree to abide by ProducersWEB's link exchange policy, whereby you may link to your content as published by ProducersWEB on external websites provided you use the following format:

- a. Headline
- b. Byline (if desired)
- c. First paragraph
- d. Link back to ProducersWEB for full article

How to submit:

Once you create a profile and you are logged in, you will see your profile on the right side of the page. Just click on your picture or name and you will have access to Member information, where you can alter details about yourself and your company. Go to Publishing Tools, where you can view old content or create a new article, blog or news piece. Once content has been submitted, it will require final approval from the edit team (which usually only takes a day or two).

Please e-mail edit@producersweb.com or call 720-895-4984 with any questions.