



## Connections Guest Author Guidelines

Given the broad expanse of topics and contributors, these guidelines have been created for Applied Client Network's *Connections* in order to generate a relevant, consistent experience for our professional community.

Please refer to these guidelines as you develop an article to submit. All submissions should be made to the *Connections* editors at [connections@appliedclientnetwork.org](mailto:connections@appliedclientnetwork.org).

### The Basics

- Create the article in a Microsoft Word, text or HTML document.
- Provide a suggested title or headline that is catchy and is 10-15 words or less.
- Articles should be 500–1200 words. If your thoughts extend beyond 1200 words, please consider doing a series of posts on the subject.
- Content should be original and any references to other work, research or copyrighted material should be properly cited.
- Please ensure that your opening paragraph is impactful and distills the thought leadership contained within the full post.
- Identify all hyperlinks within your article. Links must be useful and relevant. Irrelevant or excessive links or links that advertise will be removed at the editor's discretion. If you have a list of resource links, please include them at the end of the submitted document.
- *Connections* editors reserve the right to revise articles for length, grammar, style and/or voice. Final edits will be sent to the author for reference prior to publication.

### In addition to the text for the article, authors should submit the following separately:

- A byline that includes full name, title and company as you want it to appear.
- An author headshot and bio. (Headshot should be the highest resolution possible.)
- An executed author agreement.

### About Applied Client Network and *Connections*

"Innovating the business of insurance, together" | Applied Client Network (ACN) is a professional network of insurance teams worldwide that is focused on driving system utilization to increase agency/brokerage value for the next generation of insurance. *Connections* is the official publication of ACN and serves to share compelling, timely, relevant and engaging content that informs and engages on topics relevant to any agency or brokerage.

### Official Content Topics

*Connections* categories include:

- Insurance (<https://connections.appliedclientnetwork.org/Insurance>)
- Technology (<https://connections.appliedclientnetwork.org/Technology>)
- Operations (<https://connections.appliedclientnetwork.org/Operations>)
- Commentary (<https://connections.appliedclientnetwork.org/Commentary>)