

# FEATURED VOICES

## guest blogging guidelines

Your thoughts will be read by individuals from some of Greater Boston's leading small-to-medium size businesses.

Companies join the Chamber because they care about success. They're willing to make an investment to be the best. Build your reputation among these key peers.

Guest blogging increases your networking power at Chamber events. Not only is guest blogging an instant icebreaker, but it's a reputation boost. This is your chance to demonstrate your knowledge. Writing is an ideal medium because you have time to edit and perfect your message.

With that in mind, please take a look into our guest blog goals and guidelines.

## GOALS & TOPICS

### Primary Goal

#### THOUGHT LEADERSHIP ITEMS

The Chamber's blog is a platform for thought leadership. This is a place to showcase your industry knowledge and expertise. Ideally, your peers will look to you for insight into your field.

Should you be unable to identify solid opportunities for thought leadership, consider our these additional story angles:

### Additional Topic Options

#### OVERCOMING BUSINESS CHALLENGES

Preferably relatable/applicable to your small-to-medium size business peers. See samples at right.

#### BREAKING INDUSTRY NEWS

No one knows your industry better than you! Share some knowledge from the inside. Talk about innovations and trends that effect your industry. Simply showing how informed you are will help to position you as a thought leader.

Sample business challenge topics:  
Creating exemplary customer service; preparing next generation leaders; designing a more inclusive organization; implementing a new CRM; identity transition; defining a mission; celebrating & accommodating cultural differences; managing a merger; wrangling data; becoming an environmentally-sustainable business

## THE PROCESS



## STIPULATIONS

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|-----------------------------|--|
| <b>Length &amp; Format:</b> | <ul style="list-style-type: none"><li>• 300–500 words.</li><li>• Going slightly over is acceptable, but do your best to keep your length in the target range.</li><li>• Bullet points are acceptable, as long as there is (at least) an intro and a conclusion.</li></ul>  |
| <b>Images &amp; Video:</b>  | <ul style="list-style-type: none"><li>• Kindly include an image and/or link to video.</li><li>• Jpg, png, and gif are all acceptable file formats.</li><li>• Send your image as an email attachment; do <u>not</u> embed (copy &amp; paste) it in a Word or Google doc.</li><li>• Image minimum <b>width</b> 300 pixels, max. width 940 pixels.<ul style="list-style-type: none"><li>• Unless you're saving at 2x, then please indicate so in filename (sample_@2x.jpg).</li></ul></li></ul>   |
| <b>Restrictions:</b>        | <ul style="list-style-type: none"><li>• If the post is already published somewhere else online, we cannot use it. Our goal is to provide original, informative content.</li><li>• Refrain from blatant self-promotion &amp; sales pitches.</li><li>• No calls-to-action. Ideally, the post should leave the reader wanting to know more.</li><li>• No freebies.</li><li>• Chamber reserves right to edit all submissions.</li><li>• One post per quarter per company, max. This may change &amp; we will let you know if it does.</li><li>• You must be a member of the Greater Boston Chamber</li></ul> |

## NEED HELP GETTING STARTED?

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- Let's go back to basics. Answer who, what, where, why, and how.
- Picture a funnel: Go general to specific then back again.
- Tell a story.
- Leave readers wanting more. Present a problem and hint at a solution; or list several solutions and only elaborate on one or two. The article should subtly stimulate the need for a next step – whether that's contacting an expert (YOU!) or tuning in for more coverage (a follow-up webinar).
- What are some recent wins for your company? How did you bring this about?
- Conversely, what are some recent losses and how have you learned from them? What will you do different next time?

## CONTACT

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