



PROFESSIONAL PLANNER CONTRIBUTOR GUIDE

Professional Planner welcomes contributions from financial planning professionals and from providers of services to financial planners.

Both in print and online, Professional Planner strives to provide incisive, insightful analysis on the industry's key issues, events and personalities.

Every article we run in our publications is crafted in such a way to add maximum value to the role of Australian financial planners.

To ensure consistency, and to give your contribution the best chance of being considered for publication, we've produced a short set of guidelines for you to follow.

These will steer you through issues such as content, style, subject matter and general approach.

If you have any questions that are not answered in the guidelines below, please do not hesitate to contact Professional Planner on the email address at the bottom of this document:

We thank you for taking the time to commit your thinking to an article, but remind you that the editor has the final say in what is published and what is not.

GUIDELINES

1. Exclusive!

We give priority to contributions that are intended solely for (or for first publication in) Professional Planner. Be aware we cannot always control the timing of publication.

2. What's the issue?

Identify the issue, make it relevant to a financial planner readership, and stay on-topic. Aim to have a practical or "hands-on" aspect to it – after

reading the article, what can a financial planner actually do? Think about the following questions: Why should a financial planner care about this? What problem is it causing/likely to cause? What should be done about it? How can financial planners benefit from this?

3. It's not War And Peace

Keep it tight. 450 to 500 words is perfect. Longer contributions are manageable but there needs to be a good reason, and it needs to be agreed with Professional Planner ahead of time. If you can't say what you want to say in 500 words, consider structuring it as a two-parter (but submit both parts at the same time!)

4. Be the expert

Use the contribution to position yourself as an authority or commentator on the issue. Do not use it to spruik your own product, services or business. Contributions that are obvious product or service promotions will not be published. (Press releases are published in Cut & Paste.)

5. Current affairs

See point 1 above. Generic, timeless pieces are all very well, and sometimes can serve as a valuable wrap-up or catch-up on an issue. But if you want to really attract attention, write about something that is happening today, and get out in front of the issue.

6. Arranging the furniture

If you'd like to supply images, they need to be high-resolution jpeg format. If you'd like to supply a table, please supply it as a Word document. If you'd like to supply a graph or chart, please

supply it as an Excel document, made as simple as possible (eg numbers in cells rather than intricate formulae and linked worksheets).

7. Be social with your media

If your article does make it into Professional Planner, don't forget to reference us or link back to our website if you later publish it online or in a blog, brochure et cetera. Send us your Twitter handle (eg @planner_tweets) too, if you have one. This allows us to easily reference you in any of our tweets of your article. Also include web links to other business-relevant social media tools you use, such as LinkedIn.

8. Don't be too precious

The best writers in the world have their work subedited and tweaked to fit the needs and the parameters of the publication they're writing for. The very best ones welcome it. You'll be no different in this respect, so don't take it personally or as an affront to your prowess as a writer. Also, you can expect responses and feedback from other Professional Planner readers. Not all of them will agree with you. Be prepared.

9. Have some fun with it

Professional Planner aims to set the agenda, not follow it. Push your ideas out there. Challenge the conventional wisdom. Say what you think (we'll be alert to things like defamation issues). Not every contribution will get published – make sure yours does!

Please email any queries and your completed articles to: contributors@professionalplanner.com.au