

Trade Press Contributed Editorial Check List

- ✓ Don't ever "sell" - Pose a problem or design challenge - Offer a solution
- ✓ Write as though you are in a conversation, not a lecture
- ✓ Content impartiality is the number one requirement for many editors
- ✓ Use active rather than passive tense
- ✓ Best Practices are Essay and Case-Study formats
- ✓ Include an author's biography and photo
- ✓ Create a meaningful headline
- ✓ Tailor submissions to the media's editorial calendar
- ✓ For the pitch – specifics sell the story to most editors
- ✓ Incorporate color photos, illustrations, graphs and artwork
- ✓ Aim for a manuscript of 1,500 to 2,500 words
- ✓ Quote a higher authority and include his/her photo
- ✓ Include a sidebar with background or additional resources
- ✓ Create an article abstract to pitch the manuscript
- ✓ Save your company name for the last paragraph