APPLIED
CLIENT NETWORK

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.

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*
Applied Client Network (ACN) exists to help the clients of Applied navigate the solutions and technology better. We believe in empowering the Applied users of any products to realize better results for their organization and that is why our mission is to educate the agencies and brokerages that are powered by Applied solutions and products and the education and resources they need, no matter their role or system.

Official Content Topics
Connections categories include:

- Insurance (https://www.appliedclientnetwork.org/Connections/Insurance)
- Technology (https://www.appliedclientnetwork.org/Connections/Technology)
- Operations (https://www.appliedclientnetwork.org/Connections/Operations)
- Commentary (https://www.appliedclientnetwork.org/Connections/Commentary)