

Expert Talk

Expert Talk Template



Title

Short, descriptive title of 4-6 words (eg. How To Write A Business Plan)

Lead paragraph or introduction

This lead paragraph or introduction should grab the attention of the reader, and compel them to read the entire article. Clearly and concisely inform readers what business-related topic/issue you will explore and what information the reader will gain. The introduction should be 25-45 words.

Body

Paragraph 1 - Articles or white papers published on the Expert Talk section must build awareness of a business issue or topic. Focus on one issue/topic - and stick to it! Articles which are a narrative or commentary are less desirable. In general, the article should inform, educate and help CEOs through sharing your knowledge and expertise - and not a platform to sell products or services.

Paragraph 2 - The preliminary (2-4) paragraphs should be used to introduce the topic or issue, and its relevance or application in the workplace. Endeavour to “connect with” the reader.

Paragraph 3 - Having “set-the-scene”, it is now important to provide a step-by-step guide and/or insight into implementing a business solution to the issue or identifying best practice. Concentrate on stating, and briefly explaining, 4-6 key “learning” points.

- Use of dot-points, numbered points or sub-headings.** Articles published on the Internet are scanned – they are NOT read. Help the reader more effectively scan the article and elevate the level of interest by using dot-points, numbered points or sub-headings. Adopting this format is very effective in bringing the reader’s attention to critical points.
- Use of images.** “A picture can paint a thousand words” ... well sometimes! If the issue can be best explained by the use of a table or graph, please do so. But, keep in mind that images must be under 20K in file size. Large file sizes take too long to download, and readers will quickly move to other web pages. Also, avoid poor image clarity on the web site - do not use poor quality, detailed or complex images.
- Use active language and no jargon.** Discover, easy, good, save, guaranteed, proven and safe ... these are all persuasive words that evoke feelings and often result in trying something never tried before. Whilst there are some words that add power to articles, the use of industry jargon, foreign phrases or clichés will have the opposite effect - with readers finding it difficult to understand key points. Try to use language that you would use in an everyday conversation.

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- **Article length.** Articles should be between 1,000 and 1,500 words. When printed, the article would be less than 3 A4 pages. Unlike print media, articles on the Internet do not need rigid page layouts and an exact word count. (Please note, this article template is less than 750 words.)
- **Simple and effective writing for the web.** Writing content for a web site is different to writing for the print media. IIDM has compiled tips and ideas for writing top-notch content that will get noticed on the web. See "Simple & Effective Writing for the Web".
- **Article marketing activities.** Publishing articles on IIDM can be a great way to build traffic to your web site - if done correctly. To get some simple and effective ideas to "pull" readers to your web site, enter "article marketing" in the search facility on the IIDM web site. Get ideas for your article by downloading a copy of the "Potential Topics List". "Hot Topics" are also regularly published on the website.

Conclusion

This is the opportunity to review the issue and solution or outcomes highlighted in the article. Leave the reader with one final thought - or call to action!

So now that we've shared some of our ideas on writing your informative and engaging article for publication on IIDM, turn on your computer, sharpen your pencil, dip that pen in the ink and get writing!

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