

ARTICLE COLLABORATION Guidelines July 2009



Hi, my name is Beth Woodward, Chief Executive Kid of Marketing On The Playground. I am looking for solo-professionals **across the nation and around the globe** who

- 1) have an ezine or a blog;
- 2) have a solo-professional database with a main target of women in business;
- 3) want to gain visibility through business articles.

I am presenting an opportunity for a business article collaboration - in simple terms, **a business article swap**. Your article in my ezine and my article in your ezine or blog.

I have an ezine that will now be going out weekly to my solo-professional database. Demographic is 98% Women In Business between the ages of 28 - 65.

Article Guidelines

- 300 - 500 words or a list of business tips
- the articles submitted must be edited and ready for print
- no promotions are allowed within the content, only valuable take away information for the reader
- promotion is allowed in your signature box at the end of your article ([see example below](#))
- a portion of the article will show on my ezine with a link to the remaining content
- your article is hosted on my website or can be on your website (please provide a live link)
- all articles are submitted on an approval basis
- you will receive a copy of my ezine with your article when it is posted and please send me your ezine or blog with my article

Article Topics

- Business Development
- Setting Up A Business
- Marketing (In-person and Internet), Strategic Partnerships, Collaboration, more
- Networking
- Social Networking
- Health and Wellness in our business
- Self-Growth in our business
- Technology (Tips and Articles)

- Search Engine Optimization / Websites

Signature Example:

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Beth Woodward, CPCC, CEK (Chief Executive Kid). Beth is the creator of the popular Marketing On The Playground™ Program, Adventures In Brainstorming for Women In Business™, The My Way Marketing Plan™; and is the author of the Marketing Ideas for Women In Business™ e-Storybook. For additional marketing tips go to www.marketingideasforwomen.com

The right connection is important for both of us. Quality information for our readers is imperative. Please do not email article attachments until we have connected. I'm sorry, but they will not be opened. Send me an email with your desire to collaborate, your website url, contact information and type of business. I will be in contact with you.

I look forward to our future connection. If you would like to use this format to request articles of others please feel free to do so. It's so important that we as business owners gain visibility.

If you know of a solo-professional that matches my audience, fits the guidelines above and would like to gain some visibility, **please forward this to them. I am looking for more contacts around the world.**

With gratitude and passion to highlight your business.



Beth Woodward, CPCC, CEK

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