

## **Corporate Dynamics Inc. Blogging Guidelines**

Thank you for considering blogging for *Corporate Dynamics Inc.*, America's leading Sales & Customer Experience Training firm.

### **Content**

We are looking for insightful pieces that focus on:

- **Sales (direct, indirect, inside, outside, or retail)**
- **Customer Service & Call Center Management**
- **Business Development**
- **Recruiting & Retention**
- **Marketing/Public Relations**

We are seeking pieces that create linkages across multiple industries. Write about the relationships between what you & your group do and what we do here at CDI. These linkages will create the most compelling content!

Please vet the title/overview with me (Michael Janowski – mjanowski@corpdyn.com) **before you start writing** so we can make sure we are on the same page!

### **Guidelines**

- Try to keep the post between 4-6 well-developed paragraphs.
- Keep the topic high-level and educational (e.g., business advice instead of technical deep-dive).
- Situate important information at the top, as many people only read the first paragraph or two.
  - Keep in mind the fact that most people scan and don't fully read blog posts.
- Break the post into titled sections.
  - Keep each section short.
  - Bullet points and lists are great.
- When you include a link, use this format:
  - Highlight the text you want to be a link (e.g., link this text)
  - Include the URL of the next to the text to be linked; put the URL inside brackets with an indicator that it is a link, as follows: [LINK: <http://www.yourURL.com>]
  - Please do not link to advertisements, your site, etc. within the text of the piece.
- Please include reference information for any statistics you use
- Feel free to send pictures, charts, infographics, slideshare, links to videos, or other information that would be useful in supporting the post
- We will copy-edit your work prior to posting for grammar/usage/syntax.

## **Biography**

Please include a ***headshot photograph & short bio of the author***. You are welcome to include information about your company, links to your site, your social handle(s), etc. However, please do not include links to advertisements or forms.

## **Sharing**

- We ask that you wait **30 days** before re-purposing & re-hosting the blog on your own page.
- We ask that you re-share the content **2-3 times/week** via your social outlets w/ the hashtag **#BeatYourBest**.
- We ask that you provide links to the CorpDyn social outlets when sharing (via @CorpDyn on Twitter).
- Corporate Dynamics Inc. reserves the right to determine posting and sharing schedules from our outlets and to do so at our discretion.

Please direct all questions to me at [mjanowski@corpdyn.com](mailto:mjanowski@corpdyn.com)!