

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!