

Would you like to submit an article to our Leadership Library to be read by thousands? Here's how:

1. **Topic.** Your topic should be of interest and relate to professional leaders. Take a look at our current articles to get an idea of what we are looking for.
2. **Submission.**
 - a. Article of 500-1000 words.
 - i. Submit as a Word document to julie@lancasterleadership.com.
 - ii. Feel free to include hyperlinks, but no photos
 - iii. At the end of the document, include a bio written in third person, including job title, any accolades, and anything you feel is pertinent and gives you credibility. Feel free to include a link to your website (if you have one), or email address (if you want folks to know how to contact you).
 - b. Send a head shot photo, as its own document, in the same email.

3. Writing Suggestions for web writing.

Content

Start with the end in mind.

Can you sum up, in a sentence, the message with which you want the readers to get? Now start writing.

Make it personal.

Although writing on the internet is concise and to the point, infuse yourself into what you write. Any relevant stories or personal experiences help the reader to connect with the writing. Write about things that matter to you, and work toward getting your readers to feel.

Write relevant content.

It may be tempting to write about your brother's dog, but if it doesn't relate to your audience, leave it out.

Hook them quickly. Your first 2 sentences will have them read on or abort ship. Also, put conclusions at the beginning, and think of an inverted pyramid when you write. Get to the point in the first paragraph, then expand upon it.

Write only one idea per paragraph.

The research shows that many people scan opposed to read, so having short, meaty paragraphs is better than long rambling ones.

Use action words.

Tell your readers what to do. Avoid the passive voice. Keep the flow of your article moving.

Format

Use lists instead of paragraphs.

Lists are easier to scan than paragraphs, especially if you keep them short.

Limit list items to 7 words.

Studies have shown that people can only reliably remember 7-10 things at a time. By keeping your list items short, it helps your readers remember them.

Write short sentences.

Sentences should be as concise as you can make them. Use only the words you need to get the essential information across. Did you know that writing for the internet should be ½ the length of a print document?

Include internal sub-headings.

Sub-headings make the text more scannable. Your readers will move to the section of the document that is most useful for them, and internal cues make it easier for them to do this.

Make your [links](#) part of the copy.

Links are another way web readers scan pages. They stand out from normal text, and provide more cues as to what the article is about.