



## C200 CONTRIBUTING THOUGHT LEADERSHIP AUTHOR GUIDELINES

[Click here to complete the C200 thought leadership interest form.](#)

Thank you for your interest in writing a thought leadership piece for publication to C200's Forbes Column on Forbes.com or C200's blog.

These guidelines will ensure all articles written under the C200 brand align with our mission to educate, support, inspire, and advance women in business.

### GOALS FOR C200 THOUGHT LEADERSHIP PIECES

- Increase Brand Awareness – for C200 and the contributing member
- SEO (Search Engine Optimization) – Producing consistent, valuable content under the C200 brand will result in higher search engine rankings
- Increase Traffic to C200 Channels – including C200.org and C200's LinkedIn, Instagram, and Twitter accounts
- Present C200 and members as industry leaders and build our credibility as an organization

### ARTICLE THEMES

C200 staff dedicates time to analyzing the performance of articles on Forbes.com and within the C200 network, as well as keeping track of external trends. This information will be used to help you choose a topic and format your article.

Thought leadership pieces perform best with our audience when personal experiences are shared. Your article should contain experiences from your professional and/or personal life.

Because C200's mission is to celebrate, educate, support, inspire, and advance women in business, we ask that your article touch on one of the following:

- Advancing Women in Business
- Women in Leadership
- Corporate Leadership
- Entrepreneurship
- Mentoring/Sponsoring
- Women on Boards
- Pay Equity
- Workplace Culture
- DEI Initiatives

[Click here to view the C200 Forbes Column.](#)



## **WRITING & EDITING**

C200 hires a professional consultant to assist members with writing and/or editing most thought leadership pieces.

The consultant is available to:

- edit and proof an article written by you, providing feedback on the topic, flow, consistency, and format. **-OR-**
- work with you as a ghostwriter. The consultant will interview you via the phone/Zoom asking questions prepared on the topic of your article. They will write the article, partner with you through the editing process to ensure your original thoughts and tone of voice have been captured, and work with you on final edits and approval.

The consultant is available to members as a courtesy, but we ask that you do not exceed a 4-hour time limit (per article) working with the consultant.

## **PROMOTION**

C200 will share published pieces a minimum of two times on its social media channels and in the bi-weekly member newsletter. Additional PR opportunities may be available.

Contributing authors are expected to promote their article on their social media channels and other appropriate marketing channels – website, newsletter, etc.

## **QUESTIONS**

If you have additional questions, please contact Ashly Marquez, Marketing & Communications Manager, at [amarquez@c200.org](mailto:amarquez@c200.org).

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