

Writing Guidelines for Practice Management Blog Content

The Practice Management Blog, powered by the *Journal of Financial Planning*, welcomes original blog posts on any aspect of practice management that provide actionable ideas to help planners be more successful. The blog can be found at practicemanagementblog.onefpa.org.

Audience

Journal of Financial Planning readers are primarily Financial Planning Association members who are financial planners in all stages of the practice lifestyle, from just getting started, to growing a practice, to retiring from the profession. Many are experienced planners, so assume the reader has fundamental but not necessarily esoteric knowledge.

Topic Areas

The blog, powered by the *Journal of Financial Planning*, generally covers the practice management topics of: marketing, technology, compliance issues, client skills, operations, leadership, HR/staff, diversity and inclusion and career development.

Style

The blog utilizes Associated Press (AP) Style. But don't fret. If you don't know AP Style, we do, and while financial planning is your specialty, editing is ours. But keep in mind that your writing style should be easy to read and follow, yet professional. The more timely, actionable steps you can provide to solving practice management issues, the better.

Objectivity

Content should be balanced, objective and avoid promoting a specific financial product, service or company you have a vested interest in.

Length

Blog posts are generally 500-1,000 words in length. This is just a guideline, but keep in mind that readers are distracted and the sooner you can get to your point, the better.

Format

A Microsoft Word document is preferred. Please include your name, contact information and brief bio. Bios are included at the end of published articles.

Editorial Review

Blog editor Ana Trujillo Limon reviews and approves content. An author may be asked to make revisions before publication. If substantial edits are made to an article, the final, edited version will be shared with the author for his or her review before publishing. Not all articles will be published, but we will let you know either way.

Submit

Please submit completed blog posts to Ana Trujillo Limon at alimon@onefpa.org. If you have questions, call Ana at 303.867.7145.