

## Guest Post Guideline

### Content

1. All posts must focus on the subject of culture and support our purpose to positively impact society on a global scale through culture awareness, education, and action.
2. Content may focus on a specific area like leadership, developing people or hiring but the connection to building or supporting an effective culture should be clear in the text of the post.
3. The emphasis should be on high quality educational content and not tips, keys, or over-simplified concepts.
4. Posts may not include promotion of specific products or services.
5. Most content should be geared toward an average leader in an organization (not necessarily the top leader).

### Guidelines

1. Your post must be original and not previously published in its entirety on the web or in print. Existing content may be adapted or customized for publication on CultureUniversity.com
2. You allow your post to be marketed and carried by other major blogs with reference to the original publication on CultureUniversity.com. Your CultureUniversity.com bio will be used for these other sites unless they already have your bio and they may make minor editorial adjustments to your post.
3. Your post should be at least 500 words long and no more than 1000 words.
4. Each post should include a brief introduction to clarify why the post / subject is important.
5. Your post should be divided with sub-headings and include approximately 2-4 links to related content on CultureUniversity.com or other sites (at least one link to a CultureUniversity.com post is preferred).
6. Each post should end with a question or two designed to entice readers to comment.
7. You will supply a short (75 characters or less) leadership quote that fits your content. The quote will be utilized on a fine art image that will be part of the post and marketing instead of the traditional clip art image.

### Editing

Your post will likely be copyedited for grammar, punctuation, spelling, etc. If substantive changes are made (unlikely), I will email the post back to you for your approval before posting.

### Submissions

1. E-mail post submissions to [info@The-Culture-Advantage.com](mailto:info@The-Culture-Advantage.com). It will take 1-2 weeks for feedback to be provided.
2. Confirm your agreement to engage with our readers in the comments about your post. This is hugely important and a non-negotiable. Extensive responses are not expected but some engagement is appropriate if comments are made.
3. Please include the post in the body of the e-mail. DO NOT include it as an attachment. Also, please do not include HTML coding.
4. Include your 2-3 sentence biography, a link to your blog / website and a link to your LinkedIn profile and Twitter (optional) or Facebook account (optional).

### Disclaimer

Posts will only be allowed that, in our sole judgment, provide value to readers. Feedback on posts that are declined may be provided but the intent is not to debate the decision.