

WINNING THE BUSINESS



Contribute Your Content Ideas!

Winning the Business is APMP's new online magazine, a repository of information for the bid and proposal management industry and a true companion resource to apmp.org. Found at WinningtheBusiness.com, this website publishes articles, listicles, research summaries, and case studies about every phase of the bid and proposal life cycle for the benefit of APMP members. We are seeking engaging content that advances the business practices of professionals in our field, so we want to hear from you!

TOPIC AREAS

We are seeking content ideas in these topic areas:

Professional Development

- Certifications • Training & Learning Opportunities
- Networking • Work/Life Balance • Young Professionals
- Leadership • Soft Skills • Career Growth

Business Writing

- Writing • Presentations • Graphics & Production
- Technology • Communications

Best Practices

- Capture • Business Development • Business Sector
- Federal Sector • Industry Resources • RFPs

International BD

- International Bids/Proposals • Global Trends & Viewpoints
- Industry Outlook • Global Resources

THE PROCESS

1. DRAFTING

After the senior editor has notified you that your idea has been selected for consideration, begin writing. To make it easily digestible for readers, we are looking for use of subheadings, call-outs, and takeaways. Article length should be 500–600 words.

2. REFERENCING

Confirm any direct quotes with sources. Rather than using endnotes, incorporate the titles of sources into the narrative as much as possible.

3. SUBMITTING

Submit your draft as a Word document without design formatting. Include a working title and subheadings. Any artwork should be submitted as separate files, not embedded in the draft.

4. REVIEWING

The senior editor will return your draft after it has been copy edited. This is your final opportunity to review the content for consistency and accuracy.

5. PUBLISHING

APMP reviews and approves all content prior to being published.

To submit an idea for consideration:

WinningtheBusiness.com/contribute

CONTENT & COPY TEAM

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