

Contribute Your Content Ideas

WinningtheBusiness.com is the premier content source for bid, proposal, business development and capture professionals. The website publishes articles in a variety of formats – case studies, listicles, research summaries and more – that feature practical, relevant information that APMP members can immediately implement at work or use to strategize for the future.

TOPIC AREAS

We are seeking article ideas in these topic areas:

Professional Development

- Certifications
- Training & Learning Opportunities
- Networking
- Work/Life Balance
- 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 managing 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 about 700 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 managing 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](https://winningthebusiness.com/contribute)

Contact

Email APMP Managing Editor Frances Moffett with any questions about your idea or the submission process at frances.moffett@apmp.org.