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## CONTENT GUIDELINES

### SUBMISSION SPECIFICATIONS

- **Word count:** 900 words
- **Style guide:** Associated Press (AP)
- **Author information:** Authors should submit a bio (50 words max) including any credentials, job title, company and contact information (optional).

### FEATURED TOPICS

#### Professional Development

- Career growth
- Certification and education/training
- Networking
- Work/life balance
- Leadership and team-building
- Collaboration

#### Best Practices

- Capture management
- Business development
- Business or federal sector
- RFP management
- Technology implementation

#### Business Writing

- Writing style and grammar
- Presentations
- Graphics and production
- Communications and social media
- Technical writing
- Content development

#### International BD

- International bids and proposals
- Global trends and viewpoints
- Industry outlook
- Global resources

### SUBMISSION GUIDELINES

All submissions must be relevant to bid, proposal, business development, capture and graphics professionals at all levels of their career.

Content must be original, not previously published, and educational in manner – not promotional. Company names or products/services should not be mentioned.

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## EDITORIAL PROCESS

### 1. DRAFTING

After the managing editor has notified you that your idea has been selected for consideration, begin writing. Feel free to use subheadings, call-outs and takeaways within the article.

### 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. 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 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.

### 6. SHARING

Feel free to share the link to your article via social media, email, etc.

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## CONTACT

Email **APMP Managing Editor Frances Moffett** with any questions about your article idea or the submission process at [frances.moffett@apmp.org](mailto:frances.moffett@apmp.org).