

## Author's Guidelines for Features

GAMA International provides world-class education and training resources for individuals, firms, and organizations involved with the recruitment and development of field managers, advisors, and staff in the insurance and financial services industry. GAMA International also strives to be an advocate of the value-added role of field management and representatives in the ethical distribution of insurance and financial products and services.

The association's official publication, the *GAMA International Journal*, is an award-winning, bimonthly, four-color magazine. Articles provide the most up-to-date ideas and techniques on the art and science of field management for the insurance and financial services industry.

The editorial staff strongly encourages interested authors to submit articles or story ideas for review and comment. We welcome unsolicited articles from members and others associated with the insurance and financial services industry. Note that we do not publish work in the *GAMA International Journal* that has been previously published elsewhere. We also do not accept articles that specifically promote a particular product or service. Authors are not compensated for their work.

Contributing an article to the *GAMA International Journal* puts your name, face, and expertise in front of thousands of peer professionals worldwide. It enhances your image and expands your networking opportunities. All articles are edited before publication and will only be published upon the approval of both the GAMA International editorial staff and the author. We realize that most GAMA members are not professional writers; part of our job is to help GIJ authors shine.

Here are some ideas to help you start writing your *GAMA International Journal* article:

### Consider Your Audience

- You are writing for field managers who are interested in enhancing their recruiting, training, planning, marketing, and leadership skills. Our members are looking for practical, innovative ideas for improving effectiveness and profitability.
- Keep your topic narrow with a practical focus. Don't write about training in general; write about a specific training program that has produced specific results. Don't just write about diversity; write about how diversity awareness is affecting your marketing or recruiting

### Share Your Experience, Insight, and Passion

- **Personal experience** is your best source of article content. Has your office encountered problems and found solutions that can be shared? Do you have a fresh approach or a cost-effective solution to an old problem?
- Tell the readers **what you have learned**. Have you used computer applications for target marketing? Increased retention through an enhanced selection process? Found innovative ways to energize employees? Cover both what works and what doesn't.
- Write about **what you are excited about**. What innovations or successes do you discuss with your boss or associates? What are you proud of? What do you brag about? That's what will make an interesting article.

### Get It Down on Paper

- Examine back issues of the *Journal* to get a feel for the way articles are organized and written.
- Choose a working title; it will help you to focus your ideas. Make it brief, and use an active verb.

- Write a lead sentence or paragraph that will grab your audience’s attention. Your lead must be relevant to your topic and get to the point quickly.
- Make sure that every paragraph follows the one before it logically and smoothly.
- Provide a clear opening, body, and conclusion to your article. Make your conclusion as memorable as your lead.

### **Make It Memorable**

- Keep it real. Using anecdotes or case studies moves your ideas from the general to the specific and helps the reader grasp complex information.
- Use tables, figures, or charts to illustrate your points. Use a flowchart to illustrate a process, a pie chart to show the breakdown of percentages, or a bar chart to compare different values. A picture or a graphic **is** worth a thousand words.
- Use subheads throughout the article to help the reader follow the development of your ideas.
- Place pertinent facts or data that do not fit within the main body of the article into sidebars.
- Double-check the accuracy of your article and verify every name, date, fact, and figure. We count on you to give us the correct information.
- Give your readers specific, concrete advice that they can use. Write the kind of article that you would clip and reread — or, even better, share with a colleague.

### **Format Your Submission**

- Type your article in Microsoft Word, Times New Roman 12, and double-space all copy. We use *The Chicago Manual of Style* (but don’t worry too much about styling the article; we’ll take care of that).
- Send a short biography (maximum of 150 words) with your article that includes a synopsis of your career and your organization’s achievements, as well as your preferred method of contact.
- Submit your article via email to mbarnes@gamaweb.com. Include the following:
  - A high-resolution color digital photo (300-dpi JPEG is the ideal format)
  - Your title, company, full address, telephone number, email, and website, if any
- Articles should be a minimum of 1,800 words and a maximum of 2,500 words in final form, including figures and sidebars.

Direct all manuscripts and inquiries to:

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