

CEO

THE MAGAZINE FOR HIGH-LEVEL EXECUTIVES



Information for Digital Contributors

Updated: 11 October 2015

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I. OUR WEBSITE

I.1. Overview

On 23 November 2015, *The CEO Magazine* will launch a new global website; theceomagazine.com.

An extension of the magazine, the site will feature articles from each issue as well as exclusive web-only content that's added daily and marketed to our senior executive audience.

Objective

The objective is to build a community of engaged executives who regularly visit our site for articles that:

Educate and influence

Educational and influential business articles that give executives a holistic view of the business environment so they can make well-informed decisions and build on their success.

Inspire and motivate

Inspiring and motivating lifestyle articles that encourage executives to explore the world, discover unique experiences, and live a fulfilling life.

Contributors

To achieve this objective, we need contributors from all walks of life with expertise in specific areas of business or a passion for executive lifestyle.

This document outlines the benefits we offer to contributors in exchange for their commitment, as well as specifics on our brand voice and article requirements.



I.2. Contact

Should you have any questions about contributing to *The CEO Magazine*'s website, please contact:

Sally Jooste
Digital Marketing Manager
T: +61 2 8925 7400
E: sally.jooste@theceomagazine.com

2. YOUR BENEFITS

Contributors write for *The CEO Magazine* so their opinions, thoughts, or ideas can be shared with our high-level executive audience. In exchange for your contribution to *The CEO Magazine's* website, we also offer the following benefits:

2.1. Accreditation

Once your first article has been published on our website, you're welcome to display 'The CEO Magazine Accredited Contributor' logo (pictured right) on your website, in your email signature, and in any of your business collateral.

We encourage you to link this logo to your bio page on our website, where an archive of the articles you've contributed is listed.



2.2. Webpage

Your own bio page (example pictured right) on *The CEO Magazine* website that includes:

- Byline, bio, and photo
- Logo with back link to your website
- Link to your Twitter account with prompt to follow you
- Snippets of and links to the articles you've written for *The CEO Magazine*
- Your own vanity URL, for example: theceomagazine.com/authors/vanessa-gavan



2.3. Search optimisation

We want to ensure that your article is read by as many senior executives as possible, so we'll work with you to optimise your article for search. We:

- Have a website that's been built for search
- Ensure every article targets a keyword phrase
- Upload corresponding imagery and meta data so search engines can easily find the article
- Provide you with keyword research in your topic area (upon request)

2.4. Social promotion

For extra exposure, links to your articles will be shared via *The CEO Magazine's* social accounts including:

- **Twitter:** twitter.com/CEOMagazineAU
- **Facebook:** facebook.com/theceomagazineaustralia
- **LinkedIn:** linkedin.com/company/the-ceo-magazine
- **Google+:** plus.google.com/+TheceomagazineAustralia

3. OUR BRAND

The CEO Magazine's audience is curious about the world and intelligent enough to want to know more. Its personality is defined by a combination of the two brand archetypes:

- **The Sage:** uses intelligence and analysis to better understand the world
- **The Explorer:** has a desire to explore and to experience a better, more authentic and fulfilling life

By demonstrating these personality traits, *The CEO Magazine* can simplify life for executives and inspire them to achieve greater things. The magazine and website act as a dashboard for executives' personal and professional lives, providing them with the tools and support to make better decisions every day.

3.1. Brand voice

To speak to executives and advertisers as both a sage and explorer, *The CEO Magazine* needs a consistent brand voice across all communications. *The CEO Magazine* brand voice is an **executive coach** with a tone that is:

Inspiring and action oriented

- Ambitious
- Adaptive
- Agile
- Authentic
- Curious
- Future-focused
- Intuitive
- Motivational
- Optimistic
- Proactive
- Purposeful
- Self-aware
- Transparent

Pragmatic and intelligent

- Analytical
- Confident
- Connected
- Considered
- Educated
- Economical
- Experienced
- Focused
- Honest
- Influential
- Insightful
- Intelligent
- Practical

3.2. Brand voice guidelines

An executive coach:

- Is a trusted source of information
- Knows how to get the most out of people
- Motivates people to take action and achieve their goals
- Embraces new and better ways of doing things
- Uses explanations and examples to break down complex topics
- Communicates in a clear, concise, and active voice
- Demands honesty and transparency
- Makes informed decisions and takes considered risks
- Uses the latest knowledge and insights to help others
- Is warm and approachable

An executive coach does not:

- Make false and misleading claims or exaggerate skills and experience
- Talk down to people or act like they are superior
- Make people believe they are 'all talk' and no action
- Encourage irresponsible and risky behaviour
- Bore people or waste their time
- Leave people wondering what they should do next
- Use long, complex sentences that are hard work to read
- Talk about themselves instead of their audience
- Miss opportunities or fall behind by being slow to respond
- Try and emulate someone else's success

3.3. Brand values scale



We know executives need to make rational decisions in their personal and professional lives. That's why we avoid emotive words and flowery language that detracts from the message and delays action.



We may be in a room with the world's most powerful people, but it's where we belong. That's why we speak like we are talking to a trusted and respected work colleague: warm, engaging, and professional.



We aren't a new start-up or a risk-taking entrepreneur, so we don't speak like one. Our writing reflects the fact that we are an established, global brand that is fully committed to each market we operate in.



We know business is serious, but that doesn't mean it's boring. Like a great keynote speaker, our writing is smart, enjoyable to read, and brings a smile to our reader's faces every now and again.



We speak to a small group of people with big ideas. Our writing shows that we understand the unique needs of this audience and recognise that our exclusivity does not mean we are superior to others.



We know executives need the right information to make the right decision. That's why we present content in a way that's easily digestible, so executives can scan it quickly and get on with their day.



We don't brag about our achievements or exaggerate our skills, because we know there's always more to learn. That's why we support all statements with proof that gives our audience a reason to trust us.



We get to the point quickly and make sure each sentence benefits the reader in some way. We always say exactly what we mean, by choosing the right word over the most simple or sophisticated.

4. YOUR ARTICLES

4.1. Topics

The CEO Magazine accepts content within the following categories:

BUSINESS

- Finance
- Innovation & Technology
- Management & Leadership
- Marketing
- Philanthropy
- Start-ups & Entrepreneurs

LIFESTYLE

- Automotive
- Food & Beverage
- Health & Wellbeing
- Style & Indulgence
- Travel & Leisure

4.2. Guidelines

The CEO Magazine only accepts content that is written:

- **Exclusively:** not available anywhere else online.
- **To benefit our audience:** senior executives.
- **As an executive coach:** refer to our brand tone of voice explanation on page 5.
- **Without self promotion:** should not promote yourself or your company*.

*While your article should be non-promotional, it will link to your bio page which is designed to promote you and your company. The specifics of your bio page can be found on page 4.

4.3. Requirements

Articles submitted to *The CEO Magazine* require the following components:

Keyword phrase

- For internal reference and to help build the the content below. Think, what would a senior executive 'Google' to find this article?

Headline

- **Objective:** attract the senior executive's attention.
- **Length:** max 55 characters including spaces as it's also used for the meta title.

Sell

- **Objective:** entice the senior executive to read on.
- **Length:** max 155 characters including spaces as it's also used for the meta description.

Body

- **Objective:** provide the senior executive with tools and support, so they can make better decisions.
 1. Does it inspire the senior executive to take action?
 2. Is it logical and supported by evidence?
- **Length:** 300 - 700 words.

4.4. Web writing practices

Scannable

Senior executives draw insights from a range of sources to help inform their decision making. When using the web as an information source, executives don't read, they scan. To make your content scannable try using:

- **Shorter** sentences and paragraphs
- **Subheadings** to break up content
- **Bulleted** and numbered lists
- **Bolded** keywords/key points
- **Hyperlinks** to related articles and/or useful sources
- **Imagery**, charts, infographics to visually reflect a point/idea

Useful

We have created the 'two-point check' to make sure we communicate as an executive coach who is inspiring, action-oriented, pragmatic, and intelligent.

1. Does it inspire the reader to take action?

We speak to our audience in a way that motivates and inspires, but also suggests how this can be translated into action. To do this, highlight the opportunity available and get the audience to take the first step in the right direction.

If you're inspiring them to take a holiday, tell them how to book it. If you're telling them about the greatest new gadget, show them where to buy it.

Considering whether there is an 'opportunity' and 'action' in every piece of communication will make our audience feel good about themselves, help them believe they can do great things, and assert our role as their executive coach.

2. Is it logical and supported by evidence?

In all communication, we support all statements with proof points that not only demonstrates our intelligence but also educates our audience. Like a good coach, we want to show executives and advertisers that we're happy to share our wisdom wherever we can, so they can stay informed and achieve their goals.

In each piece of communication, consider whether your statements are supported by facts, statistics, or real-life examples. Make sure all claims can be verified and the people providing coaching tips and advice are qualified and experienced in their area of expertise.

By making sure each piece of communication 'informs' and 'educates', we can simplify executives' lives and become the trusted source of business and lifestyle information for our audience.