

Editorial Process

Writing a FreePint Article

FreePint is a twice-monthly free newsletter of practical tips and features aimed at individuals who find, use, manage and share work-related information. FreePint has a subscriber base of over 78,000 people and is supported through advertising and sponsorship income.

Our readers are:

- Roughly one-third UK-based
- Roughly two-thirds in other English-speaking countries, primarily the United States and Australia
- Busy practitioners working in corporate settings, academia and in independent consulting firms

All of our articles are original to our publication and are submitted by experts in the field. We regularly publish practical tips and detailed features, case studies, interviews with thought leaders, event summaries and other articles that help our readers with their day-to-day work and long-range planning.

Our Editorial Process

Because we do not pay for articles, we try to benefit our contributors in other ways, such as:

- Exposure and promotion to a large, global community of information practitioners
- Assistance refining and clarifying ideas
- Flexibility in deadlines
- High-quality editorial review and support
- Additional opportunities to publish, including FreePint Reports, which do offer income

One of the ways we provide value is through an editorial process that helps contributors refine and clarify their ideas and express them as effectively as possible. As a FreePint contributor, you will benefit from the following steps in the process:

1. Idea generation: Submit a story idea to editor@freepint.com or respond to a suggested idea.
2. Focus: Work with the editor, via email or telephone, to focus the idea on the needs and interests of FreePint readers, as well as your own interests.
3. Background: If appropriate, editor will research and provide background information that may be helpful during the research and drafting stage.
4. Drafting: Following agreement on a deadline, produce and submit a draft of your article.
5. Terms and conditions: Review the standard FreePint Terms and Conditions for article contributions. Submission of an article indicates acceptance of and agreement to these terms.
6. Editorial suggestions: Editor will review your draft and make suggestions designed to enhance the impact of your article.

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7. Revision: Make your desired changes to your article, based on editorial suggestions and/or your own preferences.
8. Final approval: Following any final revisions, approve the final copy for your article. Bio and photo: Supply a biographical statement, which may further promote your business or expertise, along with a photo to accompany your story.
9. Publication: Your story will be distributed to subscribers and available on the web at www.freepint.com/issues/

We welcome your suggestions and input as to how publishing in FreePint can be more valuable to you.

Tips for Great Articles

Writing great articles is a skill like any other – if you practice enough, it looks like it comes naturally. These tips may help you practice the skills that go into strong articles that achieve your goals:

Know Your Audience: Consider carefully who your readers are. Do they know they need the information you are providing? Do they have preconceptions or misconceptions? Is their need for this information urgent? What should a reader be able to say, think or do as a direct result of reading your article?

Build On a Solid Structure: Outlines are like blueprints – they help you define the structure before you put your effort into building. Work your ideas out in outline form to be sure they flow logically and to identify any holes in your knowledge you may want to fill. Once established, though, the outline shouldn't be a prison. As you draft your article, you may need to revise the structure.

Be Specific: To the extent possible, use actual examples, cases, stories and scenes-from-life to make your points. Humans are highly story-oriented beings and will retain information better if it's embedded in a story. If confidentiality is an issue, mask or change identifying characteristics.

Write As You Speak: Aim for a relaxed writing style that captures your personality and speaking voice. FreePint style tends toward informal – yet knowledgeable. Approach the style of your article as if you were explaining yourself to an intelligent colleague who is also a friend.

Think About Takeaways: The best articles are the ones that readers can immediately apply to a problem. List for yourself one or two specific things that readers can do with the information you provide, and then be sure to demonstrate within the article what they should do and how to do it.

Ask Questions: If you ever have questions about content, approach or style, please contact the editor at editor@freepint.com. We respond to all questions as quickly as possible. Your questions help us improve FreePint!