

## ***Strategies & Voices* Contributor Process and Guidelines**

---

*Strategies & Voices* ([strategiesandvoices.org](http://strategiesandvoices.org)) is the official online publication of LMA, serving as a central repository for content tailored to today's legal marketing and business development professionals' needs. This multimedia site features thought leadership, best practices, the latest trends and issues facing the industry, resources to boost career advancement and much more.

### **Process**

- If you are not already coordinating an article with a member of the *Strategies & Voices* editorial board, please reach out to Kristin Frankiewicz, LMA content manager, at [kfrankiewicz@legalmarketing.org](mailto:kfrankiewicz@legalmarketing.org). She will review your proposal and loop in the editorial board co-chairs and board liaison.
  - In your outreach, please share a brief description of your article and your involvement with LMA (ex: SIG member, regional leader, etc.). Membership is not required for submission but this additional context is appreciated.
- Content must be submitted **at least 2-3 weeks** prior to the desired publish date, allowing time for review and revisions; please flag to the LMA editors if your submission is timely and needs to fall on a certain date or week.
- A member of the editorial board and/or co-chairs will review your submission based on the guidelines below and provide feedback, noting if revision is required.
- Once the article is revised, LMA staff will publish the article and you will receive a link. We encourage you to share on social media, tagging LMA, to help spread the word.

### **Guidelines**

Below are guidelines to keep in mind when submitting content to the LMA editors for review.

- Word count will vary by the type/format of content agreed upon with editors. However:
  - Longer "feature" articles are between 700-1,200 words
  - Shorter pieces (ex: resource roundups, checklists, Q&As) may be between 400-700 words
  - Please discuss with the editors if you believe your submission will go over/under.
- All content inquiries and submissions must be **educational** (not promotional) and speak to an audience of legal marketing and business development professionals on the following topics:
  - Business development
  - Career development
  - Education
  - Law firm culture
  - Law firm marketing
  - Practice innovation
  - Pricing and project management
  - Trends and technology
- Content submitted by service providers should be educational — not promotional. If you are interested in submitting sponsored content, please discuss with the editors, who will connect you with the LMA sales manager.

- Content should be informative and, when possible, actionable. Use anecdotes or specific examples whenever possible and avoid using broad strokes.
- External links should be used sparingly and only in support of the content or research provided. Links that come across as promotional (ex: require the reader to submit contact information to download a white paper) may be removed by the editors if deemed unnecessary.
- Infographics are designed by LMA HQ and requires the author to provide an outline for design. As a best practice, infographics should not be text-heavy and rather focus on stats, charts, graphs, processes, etc.
- Content submitted should include a title, introduction and conclusion.
  - Before submitting to the editors, please review from the perspective of a reader and consider whether your submission sets the scene, gives the readers enough information and provides a satisfying conclusion or call to action.
- Editors have the right to revise article(s) to fit LMA and the *Strategies & Voices* style and voice. *Strategies & Voices* follows AP Style
- Content from contributors should be original.
  - If sharing content that has already been published, editor will post the first 2-3 paragraphs and link to the remainder of the post on the original site.
- Along with full blog text, authors need to fill out the [Author Submission Form](#) with the following information:
  - Right to publish agreement
  - Headshot
  - Brief bio (50-60 words), which can include title, company and social media handles such as LinkedIn or Twitter.