

# Guest Writing Guidelines

Welcome to the Trade Finance Global Contributors and Writers Guide. Thanks for joining us on our mission to increase the understanding of trade and structured finance.

## Blog Audience and Topics

Our readers include the following:

1. Curious students and those wanting to learn about the economy and finance
2. Entrepreneurs who are growing their business and are looking for finance
3. Professionals in the trade, commodity and debt space

We are thought leaders in trade and structured debt finance and you'll be helping us on our journey to increase people's understanding of the market.

## What we're looking for

Successful articles that have focus and depth. We would prefer 'deep' sector specific focus rather than broader coverage on lots of topics.

All articles must have images, graphs, diagrams, or videos.

As with any dissertation or report, all points should be supported by plausible research and credible references.

The most successful articles on TFG tend to be structured with headings and sub-headings, supplemented with lists or bullet points, to make them easy to digest.

*Don't forget your name and bio at the end of the post.* Your bio may be 2-3 short sentences and shouldn't be overly promotional. This bio automatically appears at the bottom of your articles. If you have one, include your Twitter handle too.

## Length

Articles must be a minimum of 800 words, although the ideal length is 1,000 words and up.

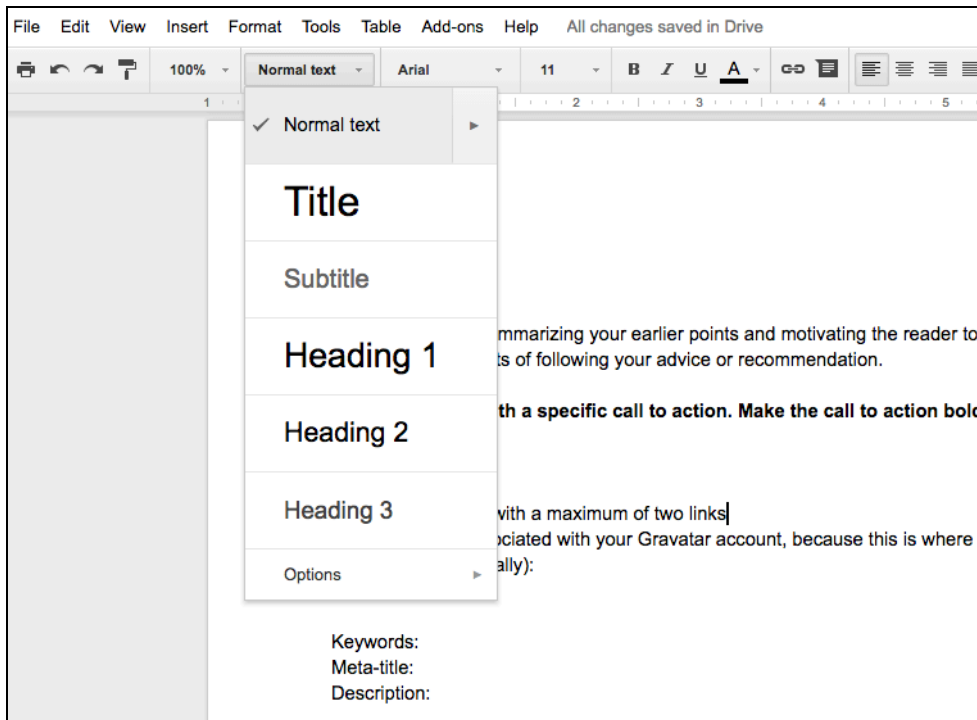
## Quality

Articles that do not meet the quality or topic relevancy standards will not be considered for publication.

Don't plagiarise content - we check this! All content should be original.

## Format of your submission

Use the Google Doc template that we will send to you. To make it easier for us to upload your blog, you need to format the document with Google Doc's Styles. Here's how:



Subheads should have the Heading 2 style. Divisions within subheads (sub-subheads) should have the Heading 3 style.

## Additional Formatting

### Formatting requirements

We use UK-style punctuation and spelling.

### Structure

We generally look for a compelling introduction, a few paragraphs for discussion and possibly a few bullet points / tips / facts, followed by a strong conclusion.

Our preference is short paragraphs for easier online reading. In most cases, your paragraphs should not exceed six lines of text.

## Images

The blog width is 800 pixels. Please include at least one image, if you can't find one, we will.

For any image other than a screenshot, you should give it a source. Use images licensed with Creative Commons. Then credit the creator in the manner they specify or type "Source" and link it to your source. Do this under each image.

## Embed a video

Put the URL embed code on a separate line of your document.

## Links

- You may add up to 4 links in an article
- No affiliate links
- Link to Trade Finance Global posts and pages where you can

## A few notes

You may include the meta-data for your articles: keyword, meta title and description.

## Editing and Publishing

Your post may be edited before it is published.

Once published on the TFG blog, your article becomes the property of Trade Finance Global. Your submission of an article signifies your agreement to this condition. Of course, you may re-use the article with permission from the editor. All you have to do is ask by emailing [persiana@tradefinanceglobal.com](mailto:persiana@tradefinanceglobal.com)

## Sharing and Commenting

We encourage you to engage with the TFG community. You will be notified by email when someone leaves a comment.

We recommend promoting your post in social media, particularly Twitter and Facebook.

It's great to have you on board! If you have questions, email [persiana@tradefinanceglobal.com](mailto:persiana@tradefinanceglobal.com) .