Product School—Blog Guidelines

Please carefully read these guidelines before submitting. We cannot publish content which doesn't meet our requirements. Scroll down for FAQ.

- Article length 1,000 words minimum, 3,000 words maximum.

- When necessary, provide examples, data, and links to sources to back up any claims. (We accept three **3rd party links** maximum within the body of the blog)

- If the article is about a project at your company, please include photos that reflect the process, that way we can avoid using stock images.

- The content must be original and unpublished.

- Share the author's headshot and a short bio. Or your company logo and description

What's the first step?

Discuss the final topic with us (**adrianna@productschool.com**) and share a draft as soon as it is finished.

Timing:

- Submit your draft within 4 weeks.

- Please submit Word or Google Docs files, and **not PDFs**.

- It might vary but it usually takes us 1 week to review it and agree on the publishing date.

- If you have a Medium account, please send us your handle. We'll add you as an author on [The Product School Blog Medium](#) account.

Examples:

- [Example 1](#) / [Example 2](#)

FAQ

I'm a marketer, can I write on behalf of my company?
Yes, but only if the company is complementary to Product Management, or from a company that Product Managers would be interested in. (Eg, data management apps, wireframing tools etc).

I'm a freelance writer with no experience in Product Management, but I can write a well-researched article. Can I submit an article?
It depends on what other experience you've had. If you have previously held a role within software development, we will consider your article.

I have experience in the product world, but I'm not a product manager. Can I submit an article?
Yes. We accept submissions from those who have any authority in product development. (UX designers, data scientists, engineers, product marketers etc).

Can I make changes to the article after publication?
Yes! Just email ellen@productschool.com with any updates.

Can I publish the article with someone else as well?
You can publish your article on your own blog/website/LinkedIn/Medium account 2 weeks after you've published with us, but not with any other 3rd party websites.

Can I self-promote my company/side project?
Yes! So long as the blog is primarily educational and offers useful information, you can include 3 links within the body of the blog, and 2 in your author bio.

Can I publish a press release with you?
We only publish educational and informative content. While you can use your company/product to illustrate examples, we don't publish content **about** companies or products.
Eg:

❌ **How MyDataPlatform Will Change Your Life**
✅ **How To Choose The Right Data Platform**

❌ **MyFitnessTracker Wins a $20 Million Funding Round**
✅ **Product Management Challenges in Wearable Tech**

We reserve the right to edit or refuse content that doesn't meet our requirements or our content standards. We will always let you know of any changes made.