



**GENERAL  
LEADERSHIP™**

**GeneralLeadership.com  
Author Guide**

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# General Leadership Blog Author Guide

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On behalf of all of us at GeneralLeadership.com, welcome aboard! We are very excited to have you on our team of incredible authors. In the pages that follow, we will present you with a beginner's toolkit of everything you will need to be successful during your author adventure with us. Our goal is for you to receive personal benefit by creating connections with, and content for, like-minded people seeking to develop themselves and others as leaders. We talk about Integrity, Character, Leadership and Community—that is what GeneralLeadership.com is all about. You have been invited to join us because we believe that is what you are about, too. We don't want to retread the same old discussions on leadership. Rather, we seek to bend the world through words—unique words—and avoid trendy mimics of the same old stuff. We want to engage the world in a dialogue about the character-based leadership revolution we see happening around the globe. The tips below are necessary to help us create a high traffic, well-respected blog in the leadership community.



Please spend a few minutes reviewing our policies and guidelines contained here, then use the tools presented to increase your publishing capabilities and expertise. As always, we are here to help at every step of the way.

## First Things First

- [Read “Connecting Accounts with GeneralLeadership.com” on Page 7](#)
- [Send a copy of your headshot to \[Support@GeneralLeadership.com\]\(mailto:Support@GeneralLeadership.com\)](#)  
[See “Photo Guidelines” on Page 7 for more details](#)

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### Let's Continue The Conversation At The Following Locations:

: [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)

: [GeneralLeadership.com](http://GeneralLeadership.com)

: [@GenLeadBlog](https://twitter.com/GenLeadBlog)

: [GeneralLeadership](https://www.facebook.com/GeneralLeadership)

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## About Our Elite Authors

GeneralLeadership.com is a community founded on the principles of providing Leadership advice from America's most trusted leaders. Our mission is to facilitate active conversations between our readers and America's most trusted leaders to inspire positive change. We believe Leadership is a choice, experience promotes growth and example influences change. We are guided by the values of service others by being responsible, sharing generously by being humble, and walking the talk by being accountable.

A primary premise of our community is the concept of bringing the advice, experience and example of leadership from military leaders to the larger reader and subscriber community. As a result, we have confined our pool of primary authors to the following demographics:

- 1) Active Duty Military Leaders in the rank of:
  - a. Officer: O-5 and Above with Command Experience (*NATO Equivalent OF-4 and above*)
  - b. Enlisted: E-9 (*NATO Equivalent OR-9*) with experience within proximity of command
- 2) Former Military Leaders who have Honorably Retired in the above grades
- 3) Curators and Leaders within GeneralLeadership or parent organization(s).

Authors who do not meet the above criteria and wish to seek publication with GeneralLeadership.com may explore doing so as a co-author with someone who meets the above criteria. Authors who do not meet this criteria will not be allowed to publish on GeneralLeadership.com solo. Restrictions upon our available pool of authors are regrettable; however, our brand has established expectations about author qualifications. Failing to adhere to these demographics dilutes our brand, as well as the bond we have with our subscribers and readers. If you wish to inquire about our author policies and guidelines, please contact [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)





## Writing Expectations

### Quality and Originality

We ask for UNIQUE, ORIGINAL content not posted anywhere else — either prior to submission or for a minimum of two weeks afterwards. This is of primary concern for us. We expect you to provide us with original content.

### Post length:

We recommend between 450-1200 words. In the blog world, people generally won't stick around to read long posts. We're flexible, though, so if you're having trouble with the limit, just write. When you're done with the post, we can examine the best ways to present your ideas. Your post might be better as a series, or maybe even an article or white paper with an introductory post and a link to a download.

### Grammar, Clarity and Conciseness

Your written word matters...to you and to us. Write well and check your work. Please don't count on us to edit and find errors for you. 'Nuff said...

### Post topics

The primary categories on the site right now are Self Leadership, Leadership Development, and Change Management. If you're interested in a particular topic that doesn't seem to fit these categories, feel free to drop a note and let's talk about it.

### Reposting:

Please wait two weeks before reposting your blog post somewhere else. When reposted, please ensure proper credit is given to original publication with a statement such as the following: "Originally Posted On [GeneralLeadership.com](http://GeneralLeadership.com)"

### Promotion

Please do NOT link to any of your own products/services directly in the post. If you want to provide links to your site and services you can do so in your biography. No promotional articles are allowed. If you are interested in our services to create, publish advertise or promote your platform, we are happy to discuss. Just let us know at [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)!

### Submitting Your Post

Submit your post in MS Word format ONLY to [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)

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Let's Continue The Conversation At The Following Locations:

: [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)

: [@GenLeadBlog](https://twitter.com/GenLeadBlog)

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: [GeneralLeadership](https://www.facebook.com/GeneralLeadership)

## Submission Requirements

For Detailed Instructions, Visit “Submitting A Post” or “Writing a post directly in WordPress.” The following is provided as a quick reference list before submission.

1. Authors must submit the following elements with all articles:
  - a. Title *(See “12” For More Information.)*
  - b. Article *(See “Submitting A Post” For More Information.)*
  - c. Picture *(with attribution, if required - See “Blog Image Sources” For More Information.)*
  - d. Quote *(Submit a catchy quote, along with the originator, to go with your article.)*
  - e. Key Word or Key Phrase *(See “Keywords” For More Information.)*
  - f. Suggested Tags *(See “Tags” For More Information.)*
2. Posts should have an image embedded in the body at or near the top of the post and a copyright notice for that image or link to the image source at the bottom of the post. *(See “Blog Image Sources” For More Information.)*
3. TAGS: Please enter 3-10 tags for the post. These are key words that sum up your article. These are words like: Integrity, Character, Change Management, Humility, Leadership, etc. *(See “Tags” For More Information.)*
4. Search Engine Optimization (SEO) matters—only if you want your post to be found or read by searchers out there interested in your content. *(See “Search Engine Optimization” For More information.)*
5. Please try to submit one post every month or every other month. Communicate with us at [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com) to let us know your scheduling requests.
6. Please send your post **a week** (that’s right, a week) **prior** to posting. Last minute editing is the single most expensive thing we deal with maintaining a multi-author blog.



## Connecting Accounts with GeneralLeadership.com

As you venture into the online world, your online identity is a crucial aspect of your success and credibility. To write with us, you need to have a few things squared away...Socially...before you get started. Why does this matter? Because nobody will promote YOU as well as YOU!

We expect our authors to participate in promoting their article via every available outlet: family, friends, Twitter, Facebook, LinkedIn, Google+, etc. Why? You worked hard to write your article—be proud of it—and participate in promoting it with links back to your article once it is posted. We know it seems like a lot, but the world of online writing is vast and varied. All of these skills will improve your exposure and knowledge of the virtual world. Now that you are part of our family, we want to ensure you receive maximum exposure!



**NOTE:** We offer a personal-branding seminar which will walk you through establishing your brand-presence on the web to include Social Media, personal branding, profiling, writing a good bio, using social media, how to engage, etc. If you are interested, please contact [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com) for availability, details and pricing.

### You Will Need To Establish The Following Accounts **\*\*At A Minimum\*\*** In The Following Order

(note: if you already have one of the following, skip to the next one in sequence...)

#### 1) A Twitter Account **\*\*Our Most Vital Social Media Tool & Traffic Producer\*\***



- If you don't already have one, try to use your "FirstnameMiLastname" as your username. For instance, @JohnPDoe. If it's unavailable, find the next best alternative. Think "branding" for yourself—this is the username you should use on as many sites as possible to keep your look, image, feel and presence consistent. If someone is looking for you...you want them to find you. We recommend signing up for Twitter first, as it's the most useful tool to you as an author. It's also the most crowded...so if you can score a username you like, you can likely use it at many other social-media and blogging accounts, too.

#### 2) Any other Social Media accounts you like



- We recommend, at a minimum: LinkedIn and Google+ because they are business/professional. If you have a Gmail account, you probably already have a Google+ account. If not, you can sign up on Google+. Remember to use a good-looking profile picture.
- In "About" of your Google+ profile, add GeneralLeadership in the Links field. This tells Google where to look for your content. We also encourage Facebook and any other medium you are interested in.

#### 3) A Wordpress Account



- Point your browser to Wordpress.com and register for an account. Use the same username as your Twitter account, if you can. Sign up for the free-account and hold on to that username/password...you'll need it for the next step.

#### 4) A Gravatar Account **\*\*We Will Automatically Use Your Profile Picture From The Email Associated With Your Gravatar Account\*\***



- This is your single web-presence for your author profile. It will ask you to log in using your Wordpress account username/password (remember that from the previous step?)
- Add your preferred picture and a short, snappy biography.
- Fill in your "Display Name" as you want it to appear on our site.
- Link-up any social media accounts you have (Twitter, Facebook, LinkedIn, Google+, etc)
- **Photo Guidelines for Your Gravatar**
  - i. Entire head should be visible, no cropping of the head
  - ii. Head should be centered
  - iii. High resolution picture preferred



- iv. Slightly increase contrast of your image
- Guidelines for your Biography (*Gravatar Account Setup Continued*)
  - **Distance Yourself.** Realize, the author version of your personality is not writing your bio...your marketing persona should be doing the work. To be effective, separate yourself from the author within and view your bio from the third person. Use of the pronoun “I” in the bio will lead your reader to deduce that you are a self-indulging amateur and not the professional we know.
  - **Always Be Branding.** Your bio is your most widely distributed business card. Tell your reader what they need to know to establish your credibility, specialty and focus.

5) A GeneralLeadership.com account



- Register for a normal account at GeneralLeadership.com
- Provide [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com) the username you registered under so we can upgrade you to an “Author” profile
- Once we have upgraded you to an Author account, we’ll let you know so you can complete the next steps...





## Creating Your Bio and Social Media Connections on GeneralLeadership.com

Once we have set you up as an author, you'll need to ensure your profile is all squared away. Please write a short introduction that will be your Bio, keeping in mind that people have a short attention span. Our author box plugin displays a biography box at the bottom of your article. Below is how it displays on our page.



**MATTHEW FRITZ**    

 **SENIOR CURATOR AT [GENERALLEADERSHIP.COM](http://GeneralLeadership.com)**

Matthew Fritz is a leader and mentor in the field of complex organizational change, emotional intelligence, and organization strategy. A successful DoD senior-acquisition program manager and test leader, Matt has earned documented success in the areas of test and evaluation, assessment, technology development and flight operations. He has specialized experience in cost, schedule and performance management and is an active duty Field-Grade Officer with command-experience in the United States Air Force. Matt is also a certified acquisition professional, as well as a certified Emotional Intelligence Trainer/Practitioner. He and his wife, Stacy, enjoy life with their daughter and son in California. <http://twitter.com/fritzmt>

Log into GeneralLeadership.com and select **Profile** from the left hand menu. (It may be under “Users / Profile”.) Scroll down to the section entitled “About Yourself” where you can enter your author bio. Immediately below the bio are two fields where you can change your own password. If you leave those fields blank, nothing will change. Above the Bio area, you will find the place to enter your social media profile information. Any boxes you fail to complete will not appear.

**Contact Info**

E-mail (required)

Website

Facebook profile URL

Twitter username (without @)

Google+

LinkedIn

**About Yourself**

**Biographical Info**

*Share a little biographical information to fill out your profile. This may be shown publicly.*

**New Password**

*If you would like to change the password type a new one. Otherwise leave this blank.*

**Repeat New Password**

*Type your new password again.*

Strength indicator  Hint: The password should be at least seven ch

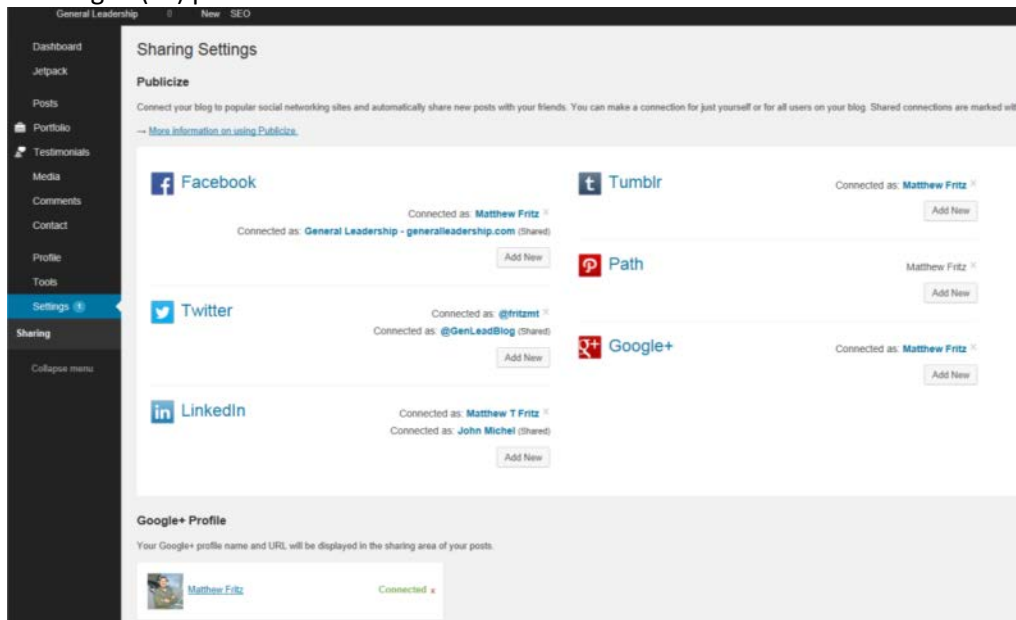
Further down the page is where you enter your signature information. As an author, your job title should be “Author,” and your company should be “GeneralLeadership.com” Your company website should be “http://www.GeneralLeadership.com” You should enter the URL for your Gravatar into the Name and Avatar (picture) link areas. This way, when a user clicks on your picture or name, they will be taken to your Gravatar to learn more about you, your work, and your contact information.

**Author Signature Info**

<b>Job Title</b>	<input type="text" value="Associate Curator"/> <i>Please enter your job title.</i>
<b>Company</b>	<input type="text" value="GeneralLeadership.com"/> <i>Please enter your company.</i>
<b>Company Website URL</b>	<input type="text" value="http://www.GeneralLeadership.com"/> <i>Please enter your company's website URL.</i>
<b>Name Link</b>	<input type="text" value="http://www.Gravatar.com/fritzmt"/> <i>Please enter the URL you want your name to link to.</i>
<b>Avatar Link</b>	<input type="text" value="http://www.Gravatar.com/fritzmt"/> <i>Please enter the URL you want your avatar to link to.</i>

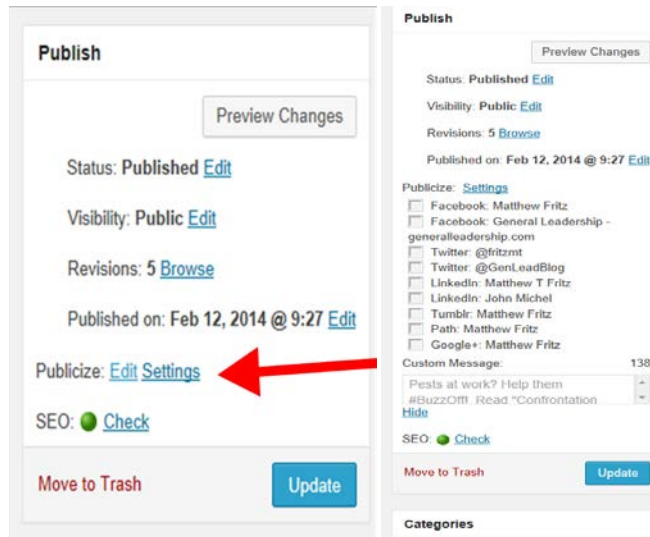
### Automatic Social Media Sharing (If Available)

You can set your account to automatically share your new article with our Publicize plugin. Select “Settings→Sharing” from the left-side menu and from there connect your Facebook, Twitter, LinkedIn, Tumblr, Path, Path, and Google+(x2) profiles.





Using these settings, our blog can automatically publicize your post to your social-media outlets with settings provided on the posting page in the right-side menu as follows:



## Submitting A Post

(Note: If you are comfortable using WordPress, or want to try submitting your article directly into our site, please visit the section entitled "FOR ADVANCED AUTHORS WHO ARE COMFORTABLE GOING DIRECT, Writing a post directly in WordPress" for more information.)

1. Submit your posts in MSWord Format to [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)
2. As previously highlighted, content you provide should be original and not posted elsewhere. You may repost the article somewhere else after two-weeks have elapsed, provided you give credit to our site as follows: "Previously Posted on <http://www.GeneralLeadership.com>"
3. If able, include links to external content in your article and hyperlink to it on the web. Give credit to other authors, sites or blogs when it is due. We want to be a connection point for any great leadership content. As well, it improves your SEO Score and fosters a sense of community.
4. At the bottom of your article, please insert a reference or link to the source of the image you use if it is not an original work of your own creation. (See "Blog Image Sources" For More Information.)
5. Use "Paragraph" for the body of your paragraphs and either bullets or numbered lists in the editor. If appropriate, include section subheadings.
6. **Writing a Killer Headline/Title:** The headline's 2 main goals are clickable and searchable. If the headline is unclear, and not something someone would search, we will ask you to modify the headline so more people will read your article. In addition, the first two words (11 Characters) will determine if an article scanner will read your article. For More Details, [CLICK HERE](#)
  - a. **TITLE PUNCTUATION:** Avoid punctuation in the title. WordPress uses the title as the URL and punctuation fouls that up. You don't want quotes or extra hyphens in your URL since Google treats the URL as a search term. Once the URL has been used, it's difficult to change because of all of the old links on Twitter and other people's sites, too.
  - b. **A killer headline/title should** apply the SHINE formula from [KissMetrics](#):
    - i. **S** – Specificity: Specific and concrete facts particularly ones that form pictures in readers' mind are intensely interesting.
    - ii. **H** – Helpfulness: To make your headline helpful, simply speak to the issue that is foremost in your reader's mind.
    - iii. **I** – Immediacy: You know from experience that if you don't read it right away the odds are slim you'll read it at all.
    - iv. **N** – Newsworthiness: You need to say something that your readers think they have never heard before.
    - v. **E** – Entertainment: People on the Internet will not be bored. Headline which promise some entertainment in the copy succeed more often than those that don't.
  - c. **Some essential elements for a successful headline/title:**
    - i. create curiosity gap – grab the readers' attention without providing details/process/result/main theme of the article
    - ii. sounds dramatic (but not exaggerated) – readers are attracted to headlines that look dramatic or create deep emotions; but exaggerated ones will disappoint them
    - iii. don't form opinion in the headline
    - iv. avoid having specific action in the headline
7. **Quotes:** We like to include a catchy or relevant quote at the beginning of every article. Choose a quote that fits the theme of your submission, and supply the name of the quote's author.



8. **Structure of the Article:** As a new author, we all struggled to find the perfect structure, the approved format or the recipe for design of our first article. Truth be told, there is not one. However, a few simple guidelines will give you a structure for your first.
  - a. **Introduction:** The introduction is the sales pitch to convince a reader to devote their precious time to reading the post in its entirety. It also sets the tone and expectations for the reader.
  - b. **Body:** This is the heavy hitting put-up or shut-up stage of a blog post. You must follow through on any expectations you let in the title and introduction. If you do not hold the reader's attention, they will venture to other sites on the internet before the conclusion.
  - c. **Conclusion:** Just like a dissertation, public speaking, or a PowerPoint presentation...blog posts should recap the discussion and deliver the reader a valuable takeaway.
  - d. **Call to Action:** If someone takes the time to read your content from start to finish, you're obligated to tell him or her what to do next. Give them a call to action or next step in their development. If appropriate, end your post with a question, but try to make it a natural question that is easy to answer. Questions such as "What do you think?" won't get much traction. Remember that many of the readers are qualified leaders in their own right. Ask for feedback and input. Be open to other views or add-on comments.
9. **EDITING/PROOFING:** It is our expectation that articles will be provided in final draft form—meaning already proofread. The only editing we'll do is a quick once-over to look for any typos. Sometimes it takes one or two posts to get the "feel" of the editorial style of the blog post. If we feel that additional editing is needed, we'll get in touch with you...

## Formatting

1. Avoid italics except for short phrases.
2. Avoid underline except for links.
3. Limit parenthesis.
4. Use proper grammar and write using a clear, concise style.

If you have a question, ask. Drop a note to [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)

## Some Basic Writing Tips...

1. **Eliminate as many words as you can.** You might begin by searching for the words "really" and "that." They are seldom necessary. You'll be amazed.
2. Try to remove "ing" everywhere you can. Be direct.
3. Attempt active voice. Rather than "talking about what they were doing," you might "demonstrate what they did." (Get it?) Write things in the order they happened. Also be aware when you use passive voice. For example, many times we describe "people who are passive," when we could simply call them "passive people." (This example also demonstrates that many times the meaning is slightly different. "Passive people" sounds much more permanent and pervasive than "people who are passive." )
4. More keys to successful blogging can be found at: <http://generalleadership.com/leadership/358-2/>



## What We Will Do When We Receive Your Post

1. We will edit your post for messaging, grammar and clarity.
2. Review the title and edit, if necessary, for readability and SEO reasons.
3. Attempt to source an appropriate royalty-free image if none is provided

## Interaction

1. Comment on other's posts. They will be more likely to do the same for you.
2. We use Disqus.com for our comment system – it's social-media enabled and integral to our site.
3. We highly recommend sharing your post but also the posts of others on Twitter, LinkedIn, Facebook as well as StumbleUpon or Digg. Once again, that helps them justify doing the same for you.
4. Plan to reply to comments on your post or on those of others. If people comment on your post, take some time to comment back or reply through the members' area as a courtesy. Let people know you're interested in their opinions and feedback and it will help them engage with you more. Authors should receive notification of new comments when they're approved via email. Also, commenters receive an email with any reply.



## Tricks to Improve the Performance of Your Article

### Embracing Internet Techniques and Strategies

#### Search Engine Optimization

In writing Blogs and increasing virtual influence, SEO matters more than any other single area. It is the secret code, which allows your post to be found and read by searchers out there interested in your content.

- Obviously, Spell/Grammar check your article before you submit. Set your spellchecker to provide your Flesch Reading Ease score. Readability scores in the 45-70 range are preferred. Understand more about [Flesch Reading Ease](#).
- Choose one specific keyword or phrase which sums up your article. This could be something like “Challenge” or “Accepting Challenge” – not a sentence...a word or a few words will do.
- Ensure your article title contains the keyword / phrase frequently. In addition, it should appear at the beginning as well.
- Your article title is limited to 70 characters.
- Ensure your keyword or key phrase is included in the first paragraph of the article.
- Try to use some subheadings in your article. They keep it interesting and readable, and it enhances your SEO scores with search engines like Google. Please select Heading 2 in the “Paragraph” style dropdown selector for headings in your post rather than simply changing headings to Bold.
- Use hyperlinks for external content. If you reference an institution or entity, hyperlink to it in the article. Highlight authors, books, organizations, etc and provide the link to them...it’s the friendly thing to do!
- Use your keyword or key-phrase as many times as possible throughout the article. Keyword density is tracked/scored by search engines.
- Provide a simple “meta-description” which is what search engines catalog under your title as the “explanation of what’s contained in the link.” Make it appealing and competitive, and ensure it contains your keyword or key- phrase.

#### Keywords

- A lack of strategically well-chosen key words and phrases in your article will yield low traffic regardless of the quality in the blog. Search engine spiders rely on targeted specific and precise keywords to discover your content and put it in front of the world audience.
- **Use Keywords in the Title.** Those words include Leadership, Leadership Development, Leaders, Lead, Change, Team, Teamwork or the key topic of your post. Remember the title is the single most important reason Google will ever give this post to something as a result of a search.
- **The Right Search Keywords for Your Article:** Think about what keyword or phrase would you use if you were to search for the topic your article addresses? This will give you a good idea of what your headline should be, by thinking about how people generally search for things, you can improve your headline to match this thinking.
- **Improve what you find:** After searching your targeted headline on Google, you will find thousands of related articles. Try to think of a title that can beat the top 10 ranked articles. For example, “How to be Confident in Less than 5 Minutes” contains more value than “How to be Confident” (Make sure your headline and content are consistent)

- **Research for Keywords:** You can do research on your targeted keywords by using:
  - Google Adwords Tools: "The Keyword Tool generates potential keywords for your ad campaigns and reports their Google statistics, including search performance and seasonal trends." Go to Keyword Analysis > Keyword Tool > Type the keywords/ phrases/ sentences you target on > It shows you the estimated amount of searches every month and you will understand if it's a potential keyword. The amount of searches is only one variable to consider, it's whether you think your article will be competitive enough to get into the first 10 that is important. Getting in the first 10 of a niche targeted keyword phrase will get more traffic than a broad unfocused keyword.
  - Digital Tracker Keyword Suggestion: Digital Tracker is absolutely invaluable.
  - Free Keyword Suggestion Tool: Displays how many times a certain keyword was searched for in a given month. Shows all related searches for the entered keyword.

## Tags

- **Categories and Tags:** Please supply one or two Categories and 3-10 tags. The purpose of tags is to connect related topics. Only words with a specific number of tag usages will appear on the list. The more the tags, the more discussions about the topic. If you add a new tag and do not see it on the list, it means that tag has either never been used or rarely covered. You should never add "short", "dailyquote" in tags for your keyword as they will alter the format of your post.
- **Links:** If you need to include links in your article or texts, shorten them with [www.bitly.com](http://www.bitly.com)

## Choosing the Best Picture

Research shows the picture is as important as the content when trying to convince readers to share their time with you. Here are some tips for making the best choice: *(See "Blog Image Sources" For More Information.)*

- Preferably horizontal image (except for infographic)
- Minimum width of in-content image: 640px
- Size of Feature Photo: at least 960px x 540px (horizontal)
- File format: JPG (the file name MUST NOT include symbols)
- NO white border image
- NO watermark nor Logo in the image
- High contrast image (avoid using black and white image)
- Related to the article
- Make sure the image is licensed



## The 200-Second Soundbite™

### Video and Audio Blogs

We are extremely excited about our newest avenue of delivery, The 200-Second Soundbite! They are delivered in two formats, audio and video. We ask that after you send us a written blog, record a spoken version as well.



### VideoBlog

If you send us a VideoBlog, our amazing studio will develop both a VideoBlog and AudioBlog from the same source. Record 200 seconds (approximately 530 words) on your favorite digital video recorder. The sounds should be clear and free of background noise with a length between 3 minutes and 3 minutes 40 seconds.

- Leave 5 seconds of blank recording before speaking
- Open with some version of:
  - Hello...welcome to the General Leadership Foundation and thank you for joining us for this 200-second soundbite.
  - Hello, my name is xxxx xxxxxxxx. Thank you for joining The General Leadership Foundation for this 200-second soundbite.
- Close with a version of:
  - Please visit General Leadership.com for the full version of this blog. Thanks for joining us, we look forward to seeing you on the next installment of the 200-second soundbite.
  - Thanks for joining us, we look forward to seeing you on the next installment of the 200-second soundbite. Please register at General Leadership Dot Com to keep the conversation going.
- Leave 5 seconds of blank recording after you finish speaking.

### Video Recorder

We prefer Apple, so the directions here will be for that medium. Other formats are accepted and can be utilized.

#### Steps to record on iPhone Camera:

1. Set up the video recording and ensure you have a professional backdrop. Film with enough space around you so we can crop the video slightly for adjustments. Once your video is complete, import to your computer, *save* the file as (last name Short title of article).
2. E-mail the file to: [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)



3. Also include a word document with a short description paragraph to accompany the blog when published.
4. We will acknowledge Receipt.

### AudioBlog

If you prefer to begin with an AudioBlog only, record 200 seconds (approximately 530 words) on you favorite voice recorder. The sounds should be clear and free of background noise with a length of 3 minutes to 3 minutes 40 seconds.



- Leave 5 seconds of blank recording before speaking
- Open with some version of:
  - Hello...welcome to the General Leadership Foundation and thank you for joining us for this 200-second soundbite.
  - Hello, my name is xxxx xxxxxxxx. Thank you for joining The General Leadership Foundation for this 200-second soundbite.
  - Close with a version of:
    - Please visit General Leadership.com for the full version of this blog. Thanks for joining us, we look forward to seeing you on the next installment of the 200-second soundbite.
    - Thanks for joining us, we look forward to seeing you on the next installment of the 200-second soundbite. Please register at General Leadership Dot Com to keep the conversation going.
  - Leave 5 seconds of blank recording after you finish speaking.

### Voice Recorder

We prefer Apple, so the directions here will be for that medium. Other formats are accepted and can be utilized (.mp3, .m4a, .ogg, mp4, .m4v, .mpg, .avi, .wmv)

1. Steps to record on GarageBand:
  - GarageBand: New Project: Choose PodCast
  2. *Save* the file as (last name Short title of article)
  3. Check the gains on your microphone
  4. Record your PodCast
  5. *File Save*
  6. *Share – Export to Disk*
  7. *Compress using AAC Encoder / Audio Settings Higher Quality*
  8. *Export*
  9. *Save* the file as (last name Short title of article.M4A)
10. E-mail the file to: Support@GeneralLeadership.com
11. Also include a word document with a short description paragraph to accompany the blog when published.
12. We will acknowledge Receipt.



## Blog Image Sources

- **Location 1: Picjumbo**

A project of *Viktor Hanacek*, designer, who understands the importance of high quality images in a designer's life. New photos are uploaded daily. Fantastic work, and completely free. Paid membership for \$6/month if you want even more from Viktor.

*Image restrictions: None*

View here: <http://picjumbo.com/>

- **Location 2: Gratisography**

A personal project of *Ryan McGuire* of *Bells Design*. Very beautiful high-resolution images added weekly, completely free of copyright.

*Image restrictions: None*

View here: <http://gratisography.com/>

- **Location 3: Pixabay**

A collection of images that are personally uploaded by contributors under *Creative Commons Public Domain*. The site functions beautifully and has great navigation, sorting, and searching functions.

*Image restrictions: None*

View here: <http://pixabay.com/>

- **Location 4: Stock Xchnng**

This is a database of completely free images that you can use however you want. A very large selection that's rather simple to search, but can be time-consuming due to lack of sorting features. For a long time, this was my go-to site for free images.

*Image restrictions: Various*

View here: <http://sxc.hu>

- **Location 5: Compfight**

Compfight allows you to search through *Flickr's Creative Commons* listed photos. It's pretty simple to use and will automatically generate the html code to insert photo credit. It can be a bit buggy sometimes though, so you may be better off going straight to *Flickr.com* and doing an advance search for *Creative Commons* photos.

*Image restrictions: Various*

View here: <http://compfight.com>

- **Location 6: Photopin**

Much like Compfight, Photopin allows you to search Flickr Creative Commons photos.

*Image restrictions: Various*

View it here: <http://photopin.com/>

- **Location 7: MorgueFile**

Similar to *Stock Xchnng*, this is a big searchable database of free images. It also has some great filtering options to really find the photos you're looking for.

*Image restrictions: None*

View here: <http://morguefile.com>

- **Location 8: Unsplash**

Built on *tumblr*, a minimal one-column site that releases ten new high-resolution images every ten days. You can subscribe via email and the images will be delivered to your inbox, or you can just visit the site every ten days to see what's new.

*Image restrictions: None*

View here: <http://unsplash.com>

- **Location 9: Little Visuals**

Very minimal, single column site with beautiful free imagery. Features an email subscription which will deliver seven new images every seven days.

*Image restrictions: None*

View here: <http://littlevisuals.co/>

- **Location 10: New Old Stock**

Another tumblr powered site, New Old Stock features “vintage photos from public archives”. A great place to find authentically vintage looking imagery.

*Image restrictions: None*

View here: <http://nos.twnsnd.co/>

- **Location 11: Death to the Stock Photo**

Their mission is to “make the internet more beautiful”. This is an email subscription that sends you free curated photo packs every month.

*Image restrictions: None*

You can sign up here: <http://join.deathtothestockphoto.com/>

- **Location 12: StickStock**

*Image restrictions: None*

View here: <http://www.stickstock.com/>

- **Location 13: iStock**

*Image restrictions: Not Free--but very affordable for those pictures you just can't find elsewhere...*

View here: <http://www.istockphoto.com/>

- **Location 14: freepik**

<http://www.freepik.com>

- **Location 15: Free Digital Photos**

<http://www.freedigitalphotos.net>



## FOR ADVANCED AUTHORS WHO ARE COMFORTABLE GOING DIRECT

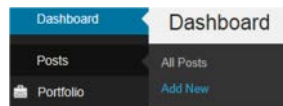
### Writing a post directly in WordPress

In order to directly author your post, go to <http://GeneralLeadership.com/wp-admin>. Enter the username / password for your author account.

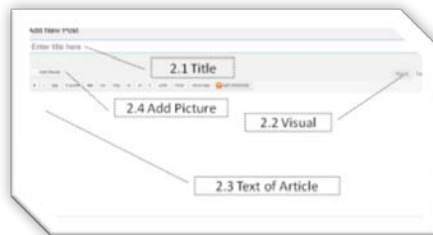
On the left hand side if you don't have the option to Posts / Add New, please send me an email ([Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)) and I'll give you access to add posts.

As your skill and comfort level increases, we encourage you to directly interface with our WordPress Dashboard and develop your own Blog entry/publication.

#### Step 1: Posts→Add New



#### Step 2: Construct Article

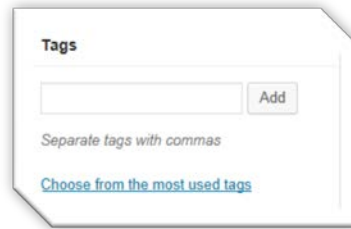


#### Step 3: Construct Article

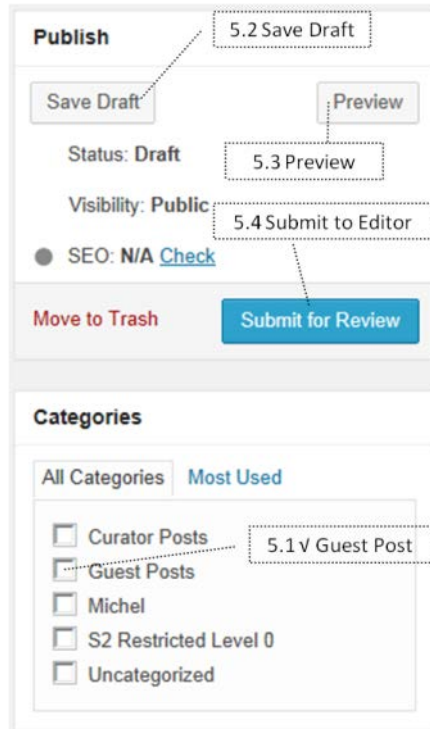


Meta Description: Your Meta-description should provide a short synopsis of your article. It contains up to 156 characters and is used as a short description of your article.

**Step 4: Create Tags**



**Step 5: Save and Submit for Review**






## Benefits of Being an Author with GeneralLeadership.com

1. Your image prominently displayed in our Author listing. If you are a General Officer, we will create your own biographical page to display your work and information. RHIP
2. Promotion of your platform via your work on GeneralLeadership.com
3. Access to our menu of services: Speaker's Bureau, Publishing, Platform Development

## Closing


Please feel free to share other ideas for compelling prose. We don't want one personal style to obscure your message. Besides, your tips and writing help us all to learn...and that's what we're all about.

Happy writing and welcome to the GeneralLeadership Team – We're Thrilled To Have You Onboard!

: [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)

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**Our Website:** [www.generalleadership.com](http://www.generalleadership.com)

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**Our iTunes:** <https://itunes.apple.com/us/podcast/general-leadership-foundation/id869341997>

**Our PodBean:** [\\_http://generalleadership.podbean.com](http://generalleadership.podbean.com)

