



Clarity Visual Management **Blog Guest Posting** **Submission Guidelines**

Clarity Visual Management would like to take this opportunity to thank you for your interest in being a part of our story and your willingness to participate in our **Online Blog**.

In order to ensure that the content we produce reflects both the interests of our business and, most importantly, our clients, subscribers & followers, we have carefully put together these **Blog Submission Guidelines**.

Please read through this document carefully and if you have any questions at all, don't hesitate to contact our friendly Comms Team at marketing@clarityvm.com.



Blog Guest Posting Submission Guidelines

The industry-leading **Clarity Blog** attracts Lean professionals from far and wide and sees an audience of thousands engage with our content, we're always looking for more brilliant contributors to join us on our journey and submit content.

If you have exceptional writing skills and have a passionate visual management or Lean topic you'd like to explore and share with our audience of Continuous Improvement professionals, Lean practitioners, business owners and operational leaders, we'd love to hear from you.

Please take some time to review this entire document, it should answer any questions you have about what kind of content we're looking for and how the submission process works.

The Essentials for Every Post We Publish

Successful guest contributions with us are comprehensive, well written, data-driven and interesting posts that teach our readers something new about the world of Lean, visual management & business. We do tend to skew our content towards specific Lean techniques and tactics, but it's not all we talk about. We're also interested in publishing any topic that our audience of continuous improvement and operations professionals care about, which includes things like operational & business leadership, team development, trends, success stories, business management, new developments and news, among other things.



We also look for a few things in everything we publish:

- Original concepts, compelling arguments, and high-quality writing. We will not republish anything that's been published elsewhere.
- The article reflects the writing style/tone of the **Clarity Blog**. We aim to be casual, yet helpful, and typically we stay away from buzzwords and jargon.
- Proper attribution of data, quotations, and outside content referenced in the article.
- No more than one link to your company's website in the body of the post.

The Different Post Types We Accept

We've worked tirelessly to discover what types of blog post work well for us on our blog – and that which don't. Here are some of the successful blog post types we love to receive and publish:

- **Cheat Sheets/How-To's & Tutorials:** Do you have some interesting insight of a technique/tool you tried and you can't wait to share it with the world? Or maybe you've discovered a must-share piece of advice on your Lean journey that you need to tell the world? Write about it and send it to us. Over the years we've found that our visitors are hungry for as much Lean knowledge as they can get – they want to make their Lean programmes work better, expand their knowledge or they're just interested in the topic. Either way, a sure-fire way to engage our audience is to submit content that can benefit them in some way.
- **Whitepapers:** In the same way our visitors are interested in learning more about Lean and visual management, they are also fascinated by insight, studies, successes, news & the experiences of others.



- **Canonical:** These types of blog post give readers in-depth tactical information supported by relevant, recent examples, original quotes, original graphics and current data. We don't put a word count on the posts in our blog but we'd recommend that these typically have a minimum word count of at least 1,500 and above to ensure that when the reader is finished they have all the information they could need on this topic.
- **Graphics:** These types of post rely heavily on an infographic or Slide Share created by the author. Usually, these types of posts have a few paragraphs of introductory text and not much else – the headline of this type of content is the infographic itself. The graphic should be comprehensive, easy to read, compelling, well made and properly sourced.
- **Controversial Topics:** The world of Lean and visual management is full of different opinions as to what people do and don't believe will deliver the most success. If you're able to tap into this and write something truly compelling, that will also generate a lot of buzz, then please send it to us. Our blog is fundamentally about getting people talking and enabling them to learn something – being controversial is a great way of doing this.

What We Won't Accept

There are just some things which we simply cannot accept:

- Anything that's been directly posted elsewhere
- Anything that may be construed as a link-building scheme.
- Anything that's too promotional for your company or organization.
- Anything that's offensive or inaccurate.
- Anything that's overly critical of individuals or companies -- this is not a site to air grievances.



How To Submit Your Post

Please email your intended submission to marketing@clarityvm.com with the subject line of the email "Guest Blog Post Submission – (Your First Name) (Your Surname)".

It's always great to give us some background on you/your business as it helps us when we're promoting this but as standard, you should send:

- Your **completed** post as a Word Doc.
- Images Files (fully named/labelled) in a separate folder.
- Short bio about yourself including a maximum of one anchor text link to your own website

If your article meets our guidelines and aligns with our content strategy, we will respond to you to let you know your article will be published – it may take up to two weeks to get back to you.



Some Of The Fine Print

- Submissions must meet the **Clarity Blog** blogging team's quality standards in order to get published.
- We cannot allow you to republish your guest post to your own blog; LinkedIn, Medium, or Inbound.org afterwards. We do encourage you to share your post with us as much as you possibly can however! **Unfortunately, we can't let you republish in full any of our text-based content** (blog articles, PDFs, PPTs, DOCs) on the web. **Why? Well, duplicate content is just bad for SEO, and Google will punish us both for it.**
- The **Clarity Blog** team reserves the right to edit and adapt your guest blog content as we see fit, and update it in the future for accuracy and comprehensiveness.
- **Clarity** reserves the right to include calls-to-action to **Clarity** content, including but not limited to email newsletters, ebooks, and other downloadable content.
- You cannot make money from the content on our blog. We provide it to our audience for free and appreciate your contribution but we can't allow the content on our site to be used for profit.

Thank You...!

Once again we would like to thank you for considering participating in our content. You and your business are the reason we work so hard at what we do.

Thanks and regards,
The Clarity Team