

# How-To article guidelines for the Worcester Business Journal

We accept how-to pieces in two different formats:

**Format 1** is a 500- to 600-word piece with four or five tips on a given subject. Here are some examples:

<http://www.wbjournal.com/news46760.html>

<http://www.wbjournal.com/news46859.html>

This format is best for more complicated or far-ranging topics.

**Format 2** is a piece called 10 Things I Know About... This format is much shorter – only 350 words – and requires 10 tips. Here are some examples:

<http://www.wbjournal.com/news46858.html>

<http://www.wbjournal.com/news46663.html>

This format can be harder to write to because of its brevity. However, it is very popular with readers because it's so easy to scan for useful information.

No matter what format you choose, please keep these guidelines in mind:

**1. Keep it simple**

Don't use flowery language. Use simple words and active verbs. Avoid clichés and jargon.

**2. Contact information**

Include your name, title, company, company location and e-mail address at the bottom of your article.

**3. Send a photo**

We require a head shot of the author to run with all op-eds.

**4. Expect editing**

The Worcester Business Journal will edit all submitted content prior to publication. That includes making changes to fix grammatical or spelling mistakes as well as to make it meet our internal style and usage rules.

If you are interested in authoring a how-to article, please e-mail your idea to [editorial@wbjournal.com](mailto:editorial@wbjournal.com).