CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUITY, LIFE AND HEALTH INSURANCE PROFESSIONALS

Writer's Guidelines

Word Count:

We generally run stories as 2-page spreads (1,000 plus bio, photo, etc.)

Content: Submit in WORD document (not PDF) with photo attached.

All articles should avoid self-promotion, and address the following:

- *Why does a broker need to know this info and how do they use it to help themselves personally?*
- *How does it help their own business, or their clients and/or client's employees?*
- *Cite some national or local information or study/research which supports the statements so it's not just one person's opinion.*
- *Please stay 'vendor neutral,' and avoid pitching your own company or service. HOWEVER, do use specific examples of tools or resources that work and can be accessed by brokers.*

- Please include a short author bio (about 25 words at the most)
  Include contact information, a call to action and a hyperlink to your webpage

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