

## NJAWBO Blog Now Accepting Submissions from Members

We are very pleased to announce that we have just launched a blog on our website, NJAWBO.org. We are proud to be able to add this capability to our website because it gives you a new opportunity to showcase your talent, reinforce your authority and credibility with your clients and customers, and potentially gain more website traffic and social media followers. [This benefit is available to NJAWBO members only.](#)

We plan to post a new blog each week, giving our members 52 opportunities to showcase their talent each year.

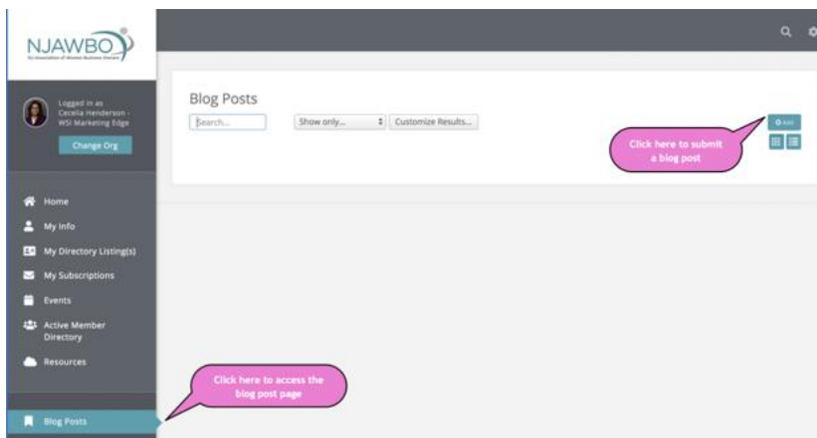
To give your business more visibility, you will be able to link the blog post back to your website and also share the post via social media using the associated link once the blog is posted.

All NJAWBO members have the opportunity to showcase their expertise and have a blog posted. The NJAWBO Marketing Team has developed a blog submission and review process, as well as guidelines which are summarized below.

To lead this process and make your blogging effort successful we have named a moderator, Lois Hubert.

### How to Submit a Blog Post:

Your blog post should be submitted via the NJAWBO website personal profile page (see the graphic below.) This is the page you see when you log in to NJAWBO.org. When the content is submitted, it will move into an approval process. It will **not** be published immediately.



Your blog post should be submitted at least one month in advance of desired publication date. Each submission will be reviewed, approved, and scheduled by the moderator. The NJAWBO moderator will manage blog scheduling (sorry, we can provide no guarantees that a given blog can be posted on a specific date, but we will do the best that we can).

The NJAWBO moderator will work to ensure that there is equal access to the blog. Publishing on a weekly schedule provides 52 opportunities in each year.

### **Blog Success Guidelines:**

Your blog posts must be business content, written in a professional manner. Please check for spelling and grammar *prior* to submitting the blog.

Your blog should not overtly sell a service; instead, you have the opportunity to provide education for the reader based on your business expertise by focusing on practical takeaways that business owners can implement immediately. For example, if you own an apple stand, a good blog topic is “how to determine which apples to pick.”

Your blog post should not be more than 500 words in length.

You should provide a statement at the end of the blog providing your contact details: phone number, address, website link (sorry, this is the only link allowed in the post).

Make sure that the content of your blog post *is* original, created by you, with anything that needs to be sourced properly attributed. If you provide images, they *must* be your property, properly and legally obtained, with supporting documentation available upon request.

By submitting your blog post to [njawbo.org](http://njawbo.org), as the author of the blog post you retain the copyright to your work but grant NJAWBO permission to publish it on the blog page.

If there is a need to make a modification in the guidelines and/ or submission process we will notify members immediately. Although we don't expect you to have problems submitting a blog, if you do run into any difficulties, reach out to Lois directly using the member directory at NJAWBO.org.

New blog posts will be announced in the NJAWBO email each week.

We look forward to seeing your submissions!