**Guideline for a blog author (what should be prepared from the author’s side?)**

|  |  |
| --- | --- |
| **Title (headline)** | The title should briefly explain the content or the main message of the article. Please don't create too complex or poetic titles.  *Good examples: “5 Tips For How to Be a Successful Field Rep - Virtually” or “Tips and Tricks for Your Application Process”.* |
| **Subheading** | If you need it for your article, for example: the article is too long, or parts of the article are not connected. Otherwise it is not necessary. |
| **Text of the article** | It should not be too long or too short, just enough to describe the storytelling. On the average: 500-600 words. |
| **Teaser** | A short summary text of the article or, better to say, introductory advertisement of the article that will catch attention of the readers. The length is about 50-60 words. |
| **Key words** | Ideas and topics that define what your content is about. Words and phrases that users enter into the Google search bar so that they have a better chance of finding your article in the results if they are looking for something similar. |
| **Country** | Your country or(and) content-related country. |
| **Language** | English is mandatory, other languages are voluntary. |
| **First name** | Will be shown under your article in the signature. |
| **Last name** | Will be shown under your article in the signature. |
| **Job position** | Will be shown under your article in the signature. |
| **Photo(s)** | Photo(s) of you or the event described in the article or anyhow content-related pictures. |

**Please fill in your data:**

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| *(please insert your article here)* | |