



sbo

singapore business owners

CONTRIBUTOR KIT

WHY WRITE WITH SBO?

SBO.sg strives to be the **go-to online magazine** that supports the aspirations of entrepreneurs, and we understand that one of those aspirations is to become a thought leader.

As a thought leader, you'll stand out from your peers and outshine your competition. People look to you for opinion and guidance, and potential customers will clamour over you.

However, just like a tree branch that fell in a secluded forest, if people don't know that you're brilliant, are you really brilliant? You can be the best in your industry, but if you're not visible, nobody knows you even exist.

As the American actor Peter Gallagher puts it,

"To stay on the map, you've got to keep showing up." However, there's only one of you. How do you keep showing up without the need to be present physically?

You can show up on people's social media feeds, personal conversations and the media.

We support your aspiration to be a thought leader by providing a platform to showcase your expertise and putting it before a relevant audience. We also look to you to plug our editorial team's knowledge gap by providing our community of readers with specialist insights.

We believe that your unique perspectives will benefit the business community and we hope that one day, SBO.sg and its contributors will be a part of every business' success.

Here is a selection of articles by our contributors:

Ken Toh, CEO of Thinking Notes

<https://sbo.sg/learn/7-business-lessons-romance-three-kingdoms/>

Gerald Tan, Senior Associate at Osborne Clarke

<https://sbo.sg/learn/12-things-you-need-know-incorporation/>

Dr. Heng Wee Soon, Medical Director of The Ogee Clinic

<https://sbo.sg/lifestyle/impression-management-aesthetic-makeup/>



WHAT ARE WE LOOKING FOR?

Length:

600 to 1200 words. Actually, how insightful or engaging your article matters more than the word count.

Goal:

Your article should aim to inform, inspire or educate on matters that our readers care about. There should be something that the bulk of our readers can take away.

Topics:

Any topics related to business or management concerns make for good content. Some examples include accounting, financing, human resource, customer relationship management and networking.

Focus:

Your article should have a distinct message. You may have multiple sub-points, but keep it to just one message. Remember that less is more, and you can always contribute more than one article.

Fresh perspective:

The topic that you're writing about can be covered to death, but your views don't have to be stale.

Approaching an old topic from a different angle keeps things interesting. You can ensure this by:

1. **Considering your past experiences.** What obstacles have you overcome which others found difficult? What are the common solutions you see people use that doesn't really work?
2. **Searching our site.** Have we covered the topic before? What has the writer/contributor left out? Do you disagree with the author?
3. **Drawing inspiration from current events.** Is there something significant that happened in your industry? Do you feel strongly about it? How can your peers and clients be ready for the changes?

Actionable advice:

Have we already mentioned that there should be something that our readers can take away? Such advice should be clear, concrete, practical and actionable. The best tips are usually ideas that our readers haven't seen before but offer them a fresh solution to a common problem.

Authoritative sources:

Try to obtain information from primary sources as much as possible and make sure you quote your sources. It'll be good to include some links to external websites (not SBO.sg or your own website) to lend depth to your article and also to help the readers find out more if they need to. Avoid Wikipedia and alternative news sites for information.

TL;DR (Too Long; Didn't Read):

Put yourself in the reader's shoes. What would you have liked to read? What would you have wanted to know?



EDITORIAL PROCESS

Our editorial process is more rigorous than many other sites in Singapore, which means that you may be asked to do multiple revisions. This is to ensure that you can be represented in the best light possible.

1. Email your pitch:

Give it an eye-catching title and keep it concise. If it's your first time submitting a pitch, please attach two articles that you've written before. You may refer to the links attached for tips on how to pitch an article.

<https://www.forbes.com/sites/henrydevries/2018/06/22/how-to-pitch-a-thought-leader-magazine-article/#2d702dad48c9> and

<https://blog.influenceandco.com/the-right-and-wrong-ways-to-pitch-your-content-to-a-publication-editor>

2. Allow two weeks for us to get back to you:

We get many emails every day, and we're constantly chasing stories. Forgive us if we're taking a little longer to reply, but we'll eventually get round to it. If we don't get back to you within two weeks, please drop us another email. If your story is time-sensitive, please let us know in the title (i.e. attaching [URGENT] should be sufficient to catch our attention).

3. Write:

If your pitch is accepted, please submit the first draft within two weeks. Beyond that, we will take it that you're no longer keen to run the article.

NOTE: We'll counter-propose ideas if we think a particular format suits your pitch better, such as a full feature, an infographic or a video. In the event that there are additional costs involved in producing such work, we'll advise and provide our quote accordingly. If you do not accept our quote, we will take it that you agree that SBO can produce the content at its own cost in its own name.

4. Feedback:

We may provide feedback should the article require any edits. If the article is riddled with major issues, we'll reject it. If the issues are few and minor (such as grammar, sentence structure), we may just edit the article on our end.

NOTE: Any feedback and edits provided will be out of our editor's goodwill. They are not obliged to do so. Also, to reiterate, depending on the quality, relevance and timeliness of the article, the article may or may not be published.

(continued)



EDITORIAL PROCESS

NOTE: Ignore step 5 if you've already got an author's profile with us.

5. Writer's profile information:

We are proud of our contributors and want to showcase them prominently. Ignore this step if you've already got an author's profile with us. Otherwise, if the first draft of your first article is approved, please submit the following to us:

1. A high quality, hi-res portrait (at least 1080x1920 pixels, which also means that the photo should be in portrait orientation) of you.
2. Your official designation and company.
3. Fill in the blank: I write about _____. This would appear with the byline. Please refer to the byline of this article for an example. <https://sbo.sg/learn/12-things-you-need-know-incorporation/>
4. A brief description of yourself in first person. Do include an interesting, personal side of you at the end. Please refer to this author's profile for an example. <https://sbo.sg/author/gerald-tan/>
5. A link to your profile or personal page on your company's website which we will link to should readers want to find out more about you.

6. Please wait:

We run on tight schedules with the occasional breaking news or interesting stories disrupting our editorial calendar. Your article may not be published as soon as you'd expect unless it is time-sensitive. We'll schedule for it to be published at our discretion and you'd be notified when it goes live.



THINGS TO NOTE: YOUR ARTICLE

Submit original work only:

Please do not plagiarise from other sites or submit an article that has been or is intended to be posted on other sites.

Proof your article:

Please check that you have good grammar, spelling and punctuation, and your facts are correct. Sloppy work will not be accepted.

Support your arguments/claims:

Provide multiple examples, statistics and expert opinion to back yourself up.

Link to your sources:

Always include the link when you quote someone or cite a statistic. It elevates your authority on the matter and enables readers to find out more easily.

Avoid blatant self-promotion:

You may be tempted to sell your services, but remember that that's not the goal here. The goal is to establish your authority on the subject matter, convincing your readers that you have the competency in a particular area. Any article that excessively promotes your brand, company or product is likely to be rejected. Remember, we're an online magazine that aims to inform, inspire and educate. If there's any advertising that needs to be done, let us do it.

Don't put down your competition:

It is okay to give constructive criticisms on any company that falls within the purview of your expertise, but you may come across as hostile to the readers when you criticise your competition, no matter how constructive it may be. However, if hostile is what you're going for and you can handle the potential heat, by all means, go ahead.

Disclose any financial relationships:

Please declare any direct or indirect monetary benefits you have derived/will derive from any companies or individuals that you write about or are associated with. Contributors should not be receiving any payment from a business or person in exchange for writing about them or including their web links into the articles.

Images and ads may appear alongside your article:

If you'd like specific images or ads to appear, please let us know. You may need to provide us with the artwork, and nominal fees may be applicable.

We may edit parts of your article or title to boost the chances of your article being found online, read and shared on social media and among businesses.

TL;DR:

Make things easy for us, and we'll publish your work quickly too.

***IMPORTANT*:**

Please keep us informed if you wish to have your article published on another site.



THINGS TO NOTE: OTHERS

Your relationship with SBO.sg and Doppler Digital:

Contributors are not part of SBO.sg or Doppler Digital and should not represent themselves as such. However, you may mention that you're not a staff member but are contributing articles to the platform.

You also grant us global and irrevocable rights to publish your submitted articles on our sites.

Terms and Conditions:

We reserve the right to change any part of this contributor guide and our T&Cs without any notice. The editorial team's decision is final.