



## Become a Guest Contributor

The U.S. middle market represents companies with annual revenues between \$10 million and \$1 billion. As a critical pillar of economic growth nationwide, the middle market created more than two million jobs during the Great Recession and continues to outpace the national economy in both revenue and employment growth. But the middle market is not without their challenges – from taxes to anticipated rising healthcare costs – which is why the National Center for the Middle Market was founded in 2011. The core mission of the Center is to be the leading source of knowledge, leadership and innovative research focused on the U.S. middle market. The Center’s research covers a wide range of topics within five general areas: 1) Governance 2) Talent Management 3) Operational Excellence 3) Growth & Innovation 4) Access to Capital and 5) Policy and Economy. The Center welcomes guest contributors who have unique insights, best practices, and key learnings that can directly impact the middle market. Below are instructions on how to submit your ideas for publication on the Center’s “Expert Perspectives” section of the site.

### 1. Generate an idea.

- a. It should be within your area of interest or expertise and have direct relevance to middle market executives. Keep in mind today’s busy schedules as well as attention spans.

Examples include:

1. Posts based on a book you’ve written or read
  - a. <http://www.middlemarketcenter.org/expert-perspectives/how-to-become-a-social-business>
  - b. <http://www.middlemarketcenter.org/expert-perspectives/can-literature-teach-business-decisions-joseph-l-badaracco-of-harvard-business-school-thinks-so>
2. Posts which interpret a recent trend or news event leveraging your expertise. Trends or news events should have a direct impact on the middle market.
  - a. <http://www.middlemarketcenter.org/expert-perspectives/can-marketing-automation-help-drive-your-sales-growth>
  - b. <http://www.middlemarketcenter.org/expert-perspectives/innovations-in-cloud-computing-require-changes-in-business-strategy>
3. Posts offering a unique solution to a problem or concern facing the middle market. Possible topics include: healthcare costs, talent management, operational efficiency, going global, introducing new products or services, performance management, etc.
  - a. <http://www.middlemarketcenter.org/expert-perspectives/raising-minimum-wage-abroad-four-impacts-and-ideas-for-mid-sized-firms-looking-to-expand-globally>
4. Posts in which you share a personal experience.
  - a. <http://www.middlemarketcenter.org/expert-perspectives/ceos-corner-lessons-in-business-success-from-a-veteran-middle-market-chief>
5. Interviews with C-Suite Executives of Middle Market Businesses

### 2. Submit your Proposal.

- a. All proposals should be emailed to [middlemarketcenter@fisher.osu.edu](mailto:middlemarketcenter@fisher.osu.edu). You will receive a response within three to five business days as to whether you should submit your article.
  - i. Proposals should include:
    1. Brief description of the article. Two to three sentences at most.
    2. Potential headline
    3. Two to three sentences explaining how this article is directly relevant to the middle market.
    4. Bio including any social media profiles you have

### 3. Submit your Article.

- a. The ideal length of a post is between 800 and 1,000 words. We primarily use AP style though the Center deviates in a few areas. A style guide will be sent to you if your article is selected.
- b. Submit a final copy of your article to [middlemarketcenter@fisher.osu.edu](mailto:middlemarketcenter@fisher.osu.edu). Articles can be copy and pasted into the body of an email or attached in a word document. PDF versions will not be accepted. You will receive a response within three business days as to whether your article has been accepted for publication in the “Expert Perspectives” section of the Center’s website.

### 4. Acceptance.

- a. Upon acceptance you will be notified of the date your post will be published. You may be asked to do at least one round of revisions and the Center retains the final decisions right over headlines.