

# The Value Examiner<sup>®</sup>

A PROFESSIONAL DEVELOPMENT JOURNAL for the CONSULTING DISCIPLINES

## The Benefits of Writing Articles for the *Examiner*

Getting an article published under your byline in *The Value Examiner* can help you build a reputation as an eminent authority in your area of expertise. As an author in the *Examiner* you would also enjoy the following benefits:

- Increase your visibility among 6,500 subscribers and 13,000 pass-along readership
- Build your curriculum vitae (CV)
- Earn CPE credit.
- Receive a credit voucher, good for NACVA products and services.
- Distribute reprints of your article to clients, prospects, and referral sources.
- Post a PDF version of your article on your website.

You might wonder: OK, the benefits are spectacular, but what can I write an article about? Here are some suggestions:

- An intriguing assignment you worked on, and the lessons you learned
- An innovative approach or method
- Analysis of a new regulation or standard
- A technique for presenting evidence in court
- A fresh viewpoint on an old topic (controversial topics are welcome)
- A dissenting opinion on an article that we published recently
- The subject of a presentation that you gave recently (or plan to give soon)

Writing a good article may seem like an overwhelming task for someone who has not been published before, or doesn't have strong writing skills. If you have a good idea for an article, don't let a lack of writing experience stand in your way of getting published! I will help you:

- Develop story ideas
- Get comments and suggestions from our editorial board on how to approach the topic
- Create an outline to give the article structure
- Turn a rough draft into an elegant piece of journalism

So don't hesitate to run your story idea by me. My phone number (in Chicago) is 847-204-6848, and my e-mail address is davidf1@nacva.com. I thank you in advance, and your colleagues will thank you too.

– David M. Freedman, Senior Editor