

The Value Examiner[®]

A PROFESSIONAL DEVELOPMENT JOURNAL for the CONSULTING DISCIPLINES

Benefits & Guidelines for Authors

Benefits

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 Continuing Professional Education (CPE) credit
- Receive a credit voucher, good for National Association of Certified Valuators and Analysts' (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

Guidelines

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

Submission Guidelines

Articles in the *Examiner* are tightly focused, practical, and in-depth. Writing an in-depth article means including explanatory details, examples, case studies, anecdotes, illustrations, and graphics that support the article's premise. The most common mistake that inexperienced authors make is submitting manuscripts that cover a broad topic superficially. If you don't have space for details and examples, your focus is probably too broad.

Articles submitted for publication should range from 800 to 4,000 words. In rare cases, expansive articles can be split into a series and span multiple issues. Case studies and best practices are always welcome. All published articles are peer-reviewed and approved by *The Value Examiner's* Editorial Board.

We reserve the right to schedule your article for publication at our discretion. We may also move up or push back your article's scheduled publication date, based on the number of timely submissions.

The *Examiner* occasionally reprints articles that have previously been published elsewhere but only (a) if not widely disseminated to NACVA members, (b) if we can update or add value to the original manuscript, and (c) when accompanied by the appropriate permission from the copyright holder.

Manuscript Standards

All articles should be thoroughly edited and proofread. You may submit articles by e-mail in any standard word processing format, such as Microsoft Word (no PDFs, please, unless requested). Large spreadsheets should be submitted separately. Images and exhibits can be submitted separately in appropriate formats, such as PDF or JPG. You may be asked to submit a hard copy as well, if clarification is necessary. Please send submissions to Nancy J. McCarthy, senior editor: NancyM1@NACVA.com.

If your manuscript is accepted for publication, you will be required to provide the following:

- A brief biography to place at the end of the article
- A high-resolution, color head & shoulders photo (300 dpi at 2 inches wide)
- The number of hours it took to research and write the article (for CPE credit)
- Six questions and answers to be included on a CPE exam
- "Must read" copy, i.e., a one-paragraph summary of your article for the Table of Contents

Before articles that involve computations can be approved for publication in *The Value Examiner*, the author(s) must agree to make their data available upon the editor's request, except under extraordinary circumstances such as a court order or a high-level security concern.

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Submit articles

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I thank you in advance, and your colleagues will thank you too.

Nancy McCarthy

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