



Author Guidelines

The *GAMA International Journal* (GIJ) is the official publication of GAMA International. GAMA International’s mission is to provide world-class education and training resources for individuals, companies, and organizations involved with the recruitment and development of field managers, representatives, and staff in the insurance and financial services industry. GAMA International also strives to be an advocate of the value-added role of field management and representatives in the ethical distribution of insurance and financial products and services.

GIJ is an award-winning, bimonthly, four-color magazine. Articles provide the most up-to-date ideas and techniques on the art and science of field management for the insurance and financial services industry. GAMA solicits GIJ articles from its members and others associated with the insurance and financial services industry and also welcomes unsolicited articles. Contributing an article to GIJ puts your name, face, and expertise in front of 5,500 peer professionals worldwide. It enhances your image and expands your networking opportunities. If you are thinking of contributing an article, please read the rest of these guidelines for submission deadlines and more information for GIJ authors. Note that we don’t publish work in GIJ that has been previously published elsewhere. We also do not accept articles that specifically promote a particular product or service.

GAMA relies on its members to share their expertise in GIJ articles and thereby help others grow. The GIJ editorial staff strongly encourages interested authors to submit articles or story ideas for review and comment. We realize that most GAMA members are not professional writers; part of our job is to help GIJ authors shine. All GIJ articles are edited before publication, but will only be published upon the approval of both the GIJ editorial staff and the author. Authors are not compensated for their work. Below is the 2007 GIJ editorial calendar, listing article submission dates for each issue.

2007 Editorial Calendar		2008 Editorial Calendar	
<i>To Be Published in This Issue</i>	<i>Submit Article By</i>	<i>To Be Published in This Issue</i>	<i>Submit Article By</i>
January/February 2007	November 1, 2006	January/February 2008	November 2, 2007
March/April 2007	December 15, 2006	March/April 2008	December 14, 2007
May/June 2007	March 1, 2007	May/June 2008	March 3, 2008
July/August 2007	May 1, 2007	July/August 2008	May 2, 2008
September/October 2007	July 6, 2007	September/October 2008	July 1, 2008
November/December 2007	September 3, 2007	November/December 2008	September 5, 2008

Here are some ideas to help you start writing your GIJ article:

Consider Your Audience

- You are writing for field managers who are interested in enhancing their recruiting, training, planning, marketing, and leadership skills. Readers want to increase their knowledge of field management and other issues that impact their business environment.
- Keep your topic narrow with a practical focus. Don’t write about training; write about a specific training program that has produced specific results. Don’t write about diversity; write about how diversity awareness is affecting your marketing or recruiting. GAMA members read GIJ looking for practical, innovative ideas for improving effectiveness and profitability.

Share Your Experience and Insight

- ***Personal experience*** is your best source of article content. Has your office encountered problems and found solutions that can be shared? Do you have a fresh approach or a cost-effective solution to an old problem?
- Tell the readers ***what you have learned***. Have you used computer applications for target marketing? Increased retention through an enhanced selection process? Found innovative ways to energize employees? Cover both what works and what doesn't.

Get It Down on Paper

- Examine back issues of GIJ to get a feel for the way articles are organized and written.
- Articles don't have to be submitted in top publishing condition. However, we will be looking for solid, transferable content.
- Choose a working title; it will help you to focus your ideas. Make it brief, and use an active verb.
- Write a lead sentence or paragraph that will grab your audience's attention. Your lead must be relevant to your topic and get to the point quickly.
- Make sure that every paragraph follows the one before it logically and smoothly.
- Provide a clear opening, body, and conclusion to your article. Make your conclusion as memorable as your lead.

Make It Memorable

- Keep it real. Using anecdotes or case studies moves your ideas from the general to the specific and helps the reader grasp complex information.
- Use tables, figures, or charts to illustrate your points. Use a flowchart to illustrate a process, a pie chart to show the breakdown of percentages, or a bar chart to compare different values. A picture or a graphic *is* worth a thousand words.
- Use subheads throughout the article to help the reader follow the development of your ideas.
- Place pertinent facts or data that do not fit within the main body of the article into sidebars.
- Double-check the accuracy of your article and verify every name, date, fact, and figure. We count on you to give us the correct information.
- Give your readers specific, concrete advice that they can use. Write the kind of article that you would clip and reread.

Format Your Submission

- Type your article in Microsoft Word 97 (or higher), Times New Roman 12, and double-space all copy. We use the Associated Press (AP) Style Manual.
- Send a short biography (approximately 150 words) with your article. Include the following:
 - Your title, company, full address, telephone number, e-mail, and Web site
 - A synopsis of your career in management and achievements of your organization
 - A color head-and-shoulders photograph.
- Submit your article via e-mail to gkvitkovich@gama.naifa.org. Send a high-resolution color digital photo to the same address or a hard copy of the photo to the address below.
- Articles should be 8 to 10 double-spaced pages or a minimum of 1,500 words and a maximum of 1,800 words in final form, including figures and sidebars.

Direct all manuscripts and inquiries to —

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