About OPEN Forum:

American Express OPEN Forum helps entrepreneurs gain business insights, share ideas and advice, and learn about experiences leading to small-business success. Our team of independent experts and editors produce original content each week, including videos, infographics and articles. OPEN Forum focuses on helping small-business owners achieve success in four main areas: planning for growth, building their team, getting new customers and managing their money.

Familiarize yourself with our content, topics, tone and style at www.openforum.com.

What We Look for in Guest Posts:

- **Relevancy**: Our audience consists of small-business owners and aspiring small-business owners. All content should be geared toward this audience. A good question to ask is, “How does this piece of content help small-business owners manage and grow their businesses?”
- **Educational information**: Content should offer small business owners helpful and actionable insights that can help lead to small-business growth.
- **Interesting angles and well-written copy**: Find a unique angle to cover, highlight the most essential, valuable insights and provide clear take-aways.
- **Strong, Supported Ideas**: Support points with examples, accredited data (please link directly to all data referenced), references (can be linked), even personal anecdotes—these can all help your advice better resonate with readers.
- **No brand or product promotion**: Content should not be self-serving, sales-y or promotional in nature. If your content mentions a brand or brands, please disclose to the editorial staff and within the content itself if you have any relationships, financial or other interests in those brands.

What We Look for in a Contributor:

- **Small-business expertise and experience**: We want contributors who are small-business experts and can provide the most relevant advice to our audience. If you’re from within a large company, this means you may need to partner with a small business expert.
- **Authenticity**: Offer a genuine, personal point of view that encourages readers to engage with the content. Speak from a first-person voice vs. second or third.
- **Strong social following**: We not only look for a strong social following on sites such as Twitter, Facebook, Google+ and LinkedIn, but we specifically look for a small business following. Are your followers the small-business owners we want to reach?
- **Engaging writer**: To create engaging content, you need to be an engaging writer. If you have any samples of your work, please send them with your pitch.

Examples of Successful Contributed Content:

- [How a Simple Story Can Improve Your Business](#)
- [Barbara Corcoran’s System for Creating an Innovative Work Culture](#)
Interested in Pitching a Guest Article?

Send the following information to Michelle Court at michelle.court@gmail.com, copying Maria Pedone at maria.pedone1@aexp.com. Please title the subject of your email “OPEN Forum Pitch.”

- What is the name of the article?
- What is the article about (2-3 sentences will be fine)?
- What will readers better understand after reading the article?
- If you have more than one article idea you’re pitching, please include the above information for each article.
- Who is the small-business owner or expert who will be contributing?
- What is this small-business owner’s role and company? What does the company do?
- Where has this small-business founder or expert previously contributed content? Please include links.
- What is the small-business founder or expert’s social media following? Please provide relevant links.
- How do you plan to drive traffic to the article?