

BLOG GUIDELINES



**Mainstar Trust reserves the right to review and modify provided content with consent of the contributing firm to ensure consistency with our editorial policy and messaging to our client base.*

Read our blog. Develop a sense of what we publish.

Write for content marketers. Address their needs, fears, challenges, burning questions, pain points. (See more: "Whom exactly should I write for?")

Have, and hone, a main message. Edit your intro so that the point of your post is ridiculously clear.

Be descriptive. Don't just tell readers to do something. Explain how.

Tell a story – like a journalist. Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, money you've saved (or earned), audiences you've grown, problems you've solved, etc.

Make it concrete. Give examples, details, metrics. Tell and show. Make it real. Deliver "aha" moments for readers who may be scratching their heads.

Make it long enough to engage and enrich readers (and no longer). Avoid writing more just for the sake of a long post. Make sure all content is relevant and intentional.

Self-disclosure. Please disclose any relationships / partnerships you have when providing examples, technologies, etc. (e.g. if an example comes from a client or your company, indicate this in the post).

Avoid or explain buzzwords. Some of our readers feel turned off by "geekspeak." If you're talking tech or specific industry terms, help people understand – in a non-scary way – what's possible and why they should care.

Publish the blog on your site/Backlink to Mainstar's site. Posts with too many links back to your domain will look spammy and may be rejected, but for SEO purposes it is important to link back to your website and the Mainstar website for any specific pages that are relevant to the topic. Content can also be an abbreviated version of the blog with backlinks to the Mainstar Trust website.

Educational, not promotional. Avoid promoting your tool or company in your post. Your author bio is a good place to do that.

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Use a friendly voice. Say I, we, you. Use contractions as you would normally (you'll). Write as if talking with a friend.

Word count. The article must be 1,500 words or more. For readability purposes make sure to keep it under 2,000 words.

Keywords. For SEO purposes, incorporate keywords associated with your topic of choice. Mainstar requests that keywords be used that will increase traffic on the Mainstar Trust website. This frequently can be incorporated in the opening and closing paragraph and sometimes within the blog itself. Examples include: Self-Directed IRA, Roth IRA, Traditional IRA, Individual 401(k), HSA (Self-Directed), and assets that IRAs can be invested in like: Private Placement IRA, Real Estate IRA, Limited Partnership IRA, LLC IRA, Private Lending IRA.

Include high res images. (PNG or JPGs) and/or video or infographic embed codes.

Incorporate utility content. Share templates, checklists, step-by-step instructions.

Give credit. Check your facts and quotations. Cite your sources.

Note. The guest author and their firm will be acknowledged at the end of the blog with a link back to their website.

MAINSTAR TRUST'S PROCESS:

- Firm produces content, edits, formats, includes links, pictures, files, etc.
- Firm sends to Mainstar Trust for approval.
- Mainstar Trust reviews, revises or suggests revisions, and approves blog.
- Mainstar Trust publishes blogs on a first in, first out basis. We anticipate posting blogs within 90 days after approval. Blogs will be available on Mainstar Trust website, LinkedIn, and Facebook.