



INTERNATIONAL AUTHORITY FOR  
**PROFESSIONAL  
COACHING & MENTORING**  
**Blogging Guidelines**

<https://coach-accreditation.services>

***Blogging is “a daily vitamin boost” for your business. It provides you with a voice to respond to issues quickly, promotes what you do differently, how you do it and why a potential client would benefit from working with you. Blogging is also a valuable way to raise your Search Engine Optimisation (SEO) profile.***

Blog posts are a great way of raising our profiles. We are committed to blogging, both ourselves, as well as encouraging guest bloggers to contribute. Networking with other professionals means we're able to create a unified message (incorporating social media), about the value of working with properly accredited coaches and mentors.

To help you get published more often, we've compiled the following guidelines:

- Arial font
- Size 12 pt.
- Right justified
- Double spaced
- Word doc. format
- 300 (minimum) – 500 (maximum) word count (remember people often have short attention spans!)
- We believe it important to give a platform to the many different 'voices' we have in our global community and would, therefore, prefer not to edit your posts too heavily. We suggest that it would be helpful for you to wait (perhaps a day), before submission to afford yourself time to proofread/sense check your article.
- The check-list at the end of this document should be used.
- If we don't feel that a blog fits our remit, we will say so - while offering some guidance around how it could be improved for re-submission. However, we do not offer a re-write service and we have the final say about what we choose to publish.
- Because we have a schedule your post will join a queue - So ensure that your post is submitted 10 days in advance (particularly if it's a time-sensitive one)!

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*Through accreditation, we build trust and confidence in the coaching and mentoring profession for the benefit of everyone.*

[www.coach-accreditation.services](https://www.coach-accreditation.services)

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### Bloggers Top Tips:

- If you include links, make sure they work!
- Anglicised not Americanise spelling please
- Remember the KISS principle: keep it simple *and jargon-free*
- Keep paragraphs to about two-three sentences and sentences to approx. 30 words
- Your copy should include relevant and sensible keywords for maximum search engine optimisation (SEO) approx. 1 per title / per paragraph
- Please do not submit academic or research papers as this type of material does not translate well into blog posts
- Always include a link to your website and social media accounts (and your own blog if applicable) **as well as your IAPC&M directory profile**
- You may include an appropriate image/graphic/logo/infographic for each post. These should be e-mailed as a separate (jpeg/png ) file and not placed into your copy
  - *We recommend using images/graphics between 1500 and 2500 pixels wide. Images smaller than 1500 pixels may appear blurry or pixelated when they stretch to fill containers, such as banners. At the same time, very large images may affect site performance.*
- Ensure that ALL blog posts are your original work. When inspired by another blogger, make sure that: (1) you obtain permission; (2) link back to their original material' and (3) credit any of their material used in your article
- Finally, make it clear upfront *what* the reader will learn / gain from time invested reading your post, then summarise at the end. Always end with a strong call to action: *what* is it you want the reader to do now / *where* do you want them to go. Remember to incentivise your reader to follow through, perhaps by offering something that is low risk to you, but has a high perceived value to them such as an e-book.

### So, who are we blogging for anyway? We have a few target markets:

1. **The public** – we need to help educate and encourage them, in an entertaining way, to practice due diligence just as they do when they buy a holiday. So, we need to explain the importance of doing their research and checking their choice of practitioner is professionally trained, experienced and accredited *before* hiring to better protect themselves from the 130.000 people in the UK calling themselves a coach. See a recent coaching related article in the Sunday Telegraph - <http://subscriber.telegraph.co.uk/news/2018/04/06/real-story-anne-craig-coach-accused-encouraging-false-memories/> which again raises concerns about untrained, unaccredited coaches. You may like to promote this and act as the article suggests, as well as ensuring your directory entry is up-to-date.
2. **Industry** – so that's fellow practitioners / course providers who do not yet understand the importance or value of being recognised as *best in class*, so they will be easily identified by the client / student as professionally accredited by the industry authority

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3. **Corporate** – whether they outsource coaching or have their own in-house coaching and mentoring programmes, we need to let them know the benefits of working with professionally trained, accredited practitioners to ensure the best possible ROI (more information about the benefits and ROI available on request)

### Marketing Department - Brand Quality Control Check List

Document Name:	
Author:	
Date received by Marketing Department:	
Requested due date:	
<input type="checkbox"/> Attach authorisation with final document	Internal use - name of who filed it in <i>Google Marketing File</i> :

Tick each item checked, then sign as approved, and return.

<input type="checkbox"/> Tick	Dawn	David	Author
<input type="checkbox"/> Spell checked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Grammar checked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Font (Arial or Times New Roman)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Correct word count	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Size of heading (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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<input type="checkbox"/> Size of text for the body (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> All rights reserved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Copyright logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Copyright words	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Copyright image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Consistency of message / content and written to style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Correct logo/graphics/image used at a correct size (between 1500-2500 pixels – less than 500KB)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Contact info.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Bullet points – no full stops apart from on the last point	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Numbered lists – no full stops apart from on the last point	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 1.5 spacing for marketing material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 1.00 spacing for magazine/blog copy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Date authorised and returned to author			