

FACP Blog Guidelines for Submission

Writing for the Public: Helping Clients Find and Understand Us

The FACP blog is a key tool for reaching potential clients and helping the public become more aware of and better understand collaborative divorce and related services. When writing for the blog, please keep the following in mind:

Our Audience: Potential clients, not professionals

Our main blog is public-facing, which means it's written for people who may be going through a family transition and are looking for information and guidance—not for lawyers and other professionals.

Think:

- A person Googling, “What is collaborative divorce?”
- Someone with general questions related to divorce (the kinds you hear all the time).
- A potential client who does not understand the various divorce process methods (uncontested, mediation, collaborative, litigation).
- A *strong post* answers real-life questions clients ask; uses plain, accessible language; and highlights the benefits of the collaborative divorce process.

Length, Style, Format Guidelines:

- Your post should be between 500 and 1,000 words.
- No footnotes, endnotes, or reference lists.
- Use short paragraphs, subheadings, and bullet points.
- While using AI to help with topic ideas and post structure is great, **do not submit an AI-generated blog post.**

Provide:

- Your author bio, between 50 and 75 words.
- A clear, high-quality headshot of yourself in JPG or PNG format.
- Email your article in Word format to blog@collaborativepracticeflorida.com and use the subject line “FACP Blog contribution”.

Copyright:

- By submitting a blog, you assign to FACP, without restriction, all worldwide rights, title, and interest in the post and give permission to publish the post on the FACP website. If the proposed blog has already been published elsewhere, FACP will consider republishing it if the author controls or can arrange with any existing copyright holder the necessary rights for FACP to reuse the content indefinitely.

Need help with topics? Email blog@collaborativepracticeflorida.com for ideas.