

# ROUND TABLE

## Contributors Guidelines

*Round the Table (RTT)* magazine is the official publication of the Million Dollar Round Table. Serving a circulation of more than 42,000 in nine languages, *RTT* is a 56-page, full-color magazine published bimonthly.

### **Mission statement:**

RTT is a magazine for the world's best financial professionals. Delivering business solutions, transferable ideas, practice management and technology tips, RTT provides relevant content for producers at every career stage. As the official publication of the Million Dollar Round Table (MDRT), RTT connects members with each other through profiles on producers around the world and information on MDRT's programs and events.

Whether you would like to submit an idea or a complete article, send it by e-mail to **editor@mdrt.org**. Once the staff receives your submission, they will evaluate it for use in the magazine. All copy received will be edited by staff to reflect *Round the Table* style guidelines, to improve flow for ease of reading and/or to add information that may be helpful to the reader. The final decision on how copy will read resides with the editor. A revised copy will be sent to the author for factual review if major changes are made during the editing process. Profile articles will be sent to the subject and author for factual review. Authors must be available to answer questions from staff editing the article.

## **FEATURES:**

**Practice:** The Round Table thrives on idea sharing among its members. Readers want to know how to make the sale, enter new markets, find new prospects, increase productivity, handle objections or better manage their practice. As entrepreneurs, MDRT members want to learn about running their business more efficiently, including technology tips, information on staff, procedures, office space, marketing, compliance and succession planning.

**People:** Learning from one another is the reason MDRT exists. MDRT members want to know how their peers are doing business and what makes them successful. How have you found success in a specific market? In your part of the world, what issues are producers facing, and how have you adapted? MDRT members also seek balance in their lives. How have you been able to maintain — or even increase — your success in this profession while making time for other priorities?

**DEPARTMENTS:**

**In the News:** MDRT members are not only involved in the Round Table — they're leaders in their communities and in other professional groups. We highlight them here when they make the news. Send your brief information and photo for consideration in a future issue.

**True Tales:** You make a living by protecting clients from financial ruin. Share your inspiring and motivating stories with your fellow members.

**Looking Back:** MDRT has a rich history. We capture the moments that helped make the Round Table what it is today.

**SUBMISSION DETAILS:**

- Most articles run two pages and should be approximately 1,000 words. (A limited number of articles can run one page with 550 words.) Article word counts may need to be shorter when photos, artwork, figures or sidebars are included.
- Back up information with facts. Always attribute statistics and quotes to their original source.
- Get permission to use tables and/or figures from other printed sources. RTT will not reprint previously published material without legal permission.
- Include a color photo of yourself, as well as a short bio (for nonmember contributors).
- Artwork (photos, figures, etc.) can be submitted electronically with a minimum resolution of 300 dpi. (If using a digital camera, set the image size as large as possible at the highest resolution.) If you mail photos, we can send them back after publication at the author's request.

**COPY DEADLINES**

<b>Issue</b>	<b>Copy due</b>
<b>January/February</b> (mails by January 1)	November 1
<b>March/April</b> (mails by March 1)	January 2
<b>May/June</b> (mails by May 1)	March 1
<i>(July/August — Annual Meeting coverage, not accepting articles)</i>	
<b>September/October</b> (mails by September 1)	July 1
<b>November/December</b> (mails by November 1)	September 1

**MDRT MEMBER PROFILES:**

- Always ask for more information than needed when interviewing a subject. Choose the most

interesting and relevant facts to include in your article.

- Share information that can be held up as a “role model” example to readers (i.e., a subject’s outstanding business ethics or charitable involvement).
- Report the subject’s opinion on industry issues.
- Use quotes when possible to help capture a subject’s personality with the readers and to make the article more readable.
- Fully identify any people referred to in the article and in photographs by name, designations, location and MDRT membership (if applicable).
- For profile articles, include one or two color photos of the subject. These often include spouse, family, office staff and/or MDRT friends. Fully identify all people in the photo, as well as when and where the photo was taken.

### **SAMPLE INTERVIEW QUESTIONS:**

#### **Background:**

- Where were you born? (Ask about parents, siblings, influential family members.)
- What significant philosophies or life lessons were passed on to you from your parents or influential family members?
- Were you involved with sports or other activities as a child?
- Where did you attend school? What degrees or professional affiliations do you hold?
- Did you serve in the military? (Get information on service, branch and decorations.)
- Are you married? Children? (Get names, ages, occupations, general information.)
- Do you have a personal life philosophy that characterizes an overall approach to life?
- What do you do for fun and relaxation?

#### **Career:**

- When, why and how did you enter the life insurance business?
- What company did you start out in?
- What were the first few years like?
- Did you have any significant career failures and successes?
- What is your current business situation? (Ask about partners, joint work, staff, area of specialization, market, personal production.)
- What is a typical work day like?
- What are your career goals? Have these goals been met?
- Do you have any advice to prospective agents or new agents?
- What are your views on the state of the industry, the future of life insurance and industry issues?
- Are you involved in a study group? (Ask for details.)
- Are you involved in any continuing education programs? (Ask for details.)
- Do you have any family in the industry? (Ask who, what, where.)
- What are some of your best transferable sales ideas?

**MDRT:**

- When did you first join MDRT and why?
- What does MDRT mean in your life?
- When was your first Annual Meeting?
- Do you have any special or significant Annual Meeting memories?
- How involved are you in MDRT? (Ask about committees served on.)
- What is your favorite MDRT memory?
- How do you share MDRT with clients, family, friends and other advisors?
- What do you see in the future for MDRT?

**Community involvement:**

- What kind of organizations outside the life insurance industry are you involved in?
- How have you benefited from that involvement?
- Are you involved in any charitable work?

**Personal:**

- What do you do to take care of physical health?
- What personal beliefs affect the way you conducts himself or herself in and out of the producer role?
- Please share your personal financial philosophy.
- What does life insurance mean to you?