**CONTENT GUIDELINES**

MDRT thrives on idea sharing among its members. In fact, producer-to-producer learning is the reason the Round Table was founded in 1927. The exchange of how-to information provides value to members around the globe. You can join in by submitting ideas, topics of interest, and names of other members who have a unique way of doing business.

**How to:** Your fellow members want to know how to put great ideas into practice, such as making the sale, entering new markets, finding new prospects, increasing productivity, handling objections or better managing their practice. 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:** 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?

Provide a short paragraph describing your idea, and MDRT’s content team will determine what format would be best to share the concept with other members, such as in a podcast episode, video or magazine article. We will take responsibility for seeing the idea through to completion, and we might call on you to gather more specific details along the way.

**Important legal considerations**

It is important for member leaders and content contributors to keep MDRT’s idea sharing lawful by recognizing submissions and discussions that could violate antitrust law.

U.S. antitrust law preserves and promotes free competition. Therefore, any agreement or implied agreement among competitors to sell products/services or set terms of service at the same price is prohibited.

Consider the following examples that violate antitrust law:

* Sharing a producer’s schedule of fees they charge clients for services (e.g., stating they charge $10,000 for a financial plan and 1.5% ongoing service charge for investments)
* Producer’s advice to establish a fee by building in a specific profit margin
* Discussion about actual fees or prices that develops during a committee meeting, meeting session, webinar, or any other gathering or presentation

In all cases, authors and presenters to leave out actual dollar (or any currency) amounts and/or percentages, unless they state they are using an arbitrary number for the sake of showing calculations. Using actual dollar amounts could be misconstrued as asking other MDRT members to agree on a set price.

On any published materials (such as in the Proceedings, meeting handouts, PowerPoint presentations, *Round the Table* magazine or Resource Zone) dealing with the topic of fees and pricing, our attorney recommends including the following statement that would be visible to content users: “This example is for educational and information purposes only. Each professional should set his own terms and conditions of engagement with the client through the process of negotiation.”

As you work with members and outside experts to submit ideas and develop presentations, please keep these points in mind.

MDRT staff serves as the final gatekeeper in this matter, but you can help us set the proper tone for idea sharing. Please contact editor@mdrt.org with any questions.