

ROUND THE TABLE

OFFICIAL PUBLICATION OF THE MILLION DOLLAR 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 32,000, *RTT* offers members and subscribers transferable sales ideas, profiles on members, tips on practice management, business solutions, technology tips and more. *RTT* is a 56-page, full-color magazine published bimonthly.

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 a factual review. Authors must be available to answer questions from staff editing the article.

FEATURES:

- **Producers:** 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 To:** Readers want to know how to make the sale, enter new markets, find new prospects, increase productivity, handle objections or better manage their practice.
- **Markets:** Many producers have found success in a specific market within the industry. Answer these questions: How did you get into the market? How do you find prospects/clients? What advice would you give to those wanting to serve these clients? What does it take to do well in this market? Is the market established? Emerging? What opportunities are available?
- **Practice:** As entrepreneurs, MDRT members want to learn about running their business more efficiently, including information on staff, procedures, office space, marketing and compliance.
- **Boomertirement:** Baby boomer retirement has arrived in the United States, and many other countries are facing similar crises related to an aging population. Think about the impact this has on the industry, your practice and your clients. What does it mean to producers? How can they take advantage of or deal with boomer retirement?

- **World:** Worldwide, MDRT members are seeing the industry change, and they are adapting to experience continued success in the business. These changes include emerging client markets, new product offerings and regulation. What can these changes in one country teach us about what might happen in our own?
- **Ideas:** The Round Table thrives on idea sharing among its members. Think about the sales, marketing and practice management ideas that have helped you find success. Chances are, some of those ideas came from other MDRT members. Consider sharing some of your own.
- **Classics:** Some of the best ideas are timeless. MDRT has more than 80 years of memorable producers, ideas and motivation to share with its members. Think back to your early years in the business: What got you to where you are today?

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.
- **Just a Minute:** Get to know a fellow MDRT member in just a few moments. We interview a different member each issue to learn about their motivation, their business and their involvement with MDRT.
- **Tips & Technology:** If you are using any new technology that has proved effective, or if you have helpful tips for any area of your business, please consider passing them along for use in our Tips & Technology section.
- **True Tales:** You make a living by protecting clients from financial ruin. Share your inspiring and motivating stories with your fellow members.

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

Issue	Copy due
January/February (mails by January 1)	November 1
March/April (mails by March 1)	January 2
May/June (mails by May 1)	March 1
<i>(July/August — Annual Meeting coverage, not accepting articles)</i>	
September/October (mails by September 1)	July 1
November/December (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 put 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, hometown, state and MDRT membership (if applicable).
- For profile articles, include three to four 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 was the subject born? (Ask about parents, siblings, influential family members.)
- What significant philosophies or life lessons were passed on to the subject from their parents or influential family members?
- Was the subject involved with sports or other activities as a child?
- Where did the subject go to college? What degrees or professional affiliations do they hold?
- Was the subject in the military? (Get information on service, branch and decorations.)

- Is the subject married? Children? (Get names, ages, occupations, general information.)
- Does the subject have a personal life philosophy that characterizes an overall approach to life?
- What does the subject do during free time for fun and relaxation?

Career:

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

MDRT:

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

Community Involvement:

- What kind of organizations outside the life insurance industry is the subject involved in?
- How has the subject benefited from that involvement?
- Is the subject involved in any charitable work?

Personal:

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