

# the Register



International Association of Registered Financial Consultants  
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## General Article Guidelines and Editorial Procedures

The **IARFC Register** magazine is published on a by the International Association of Registered Financial Consultants. The readers of this publication are practitioners – financial planners, life insurance agents, registered representatives and registered investment advisers.

The average reader has more than four years of experience in financial services and possesses at least one professional designation, such as RFC®, ChFC, CFP®, CLU, AEP, CPA, CSA. Many hold advanced degrees, such as MBA, JD, LLM and Ph.D. The readership is educated, experienced, knowledgeable and involved in the industry.

Each issue is distributed to every member of the International Association of Registered Financial Consultants, to many of the participants in, plus prospective RFC® candidates. Circulation currently ranges from 3,000 to 6,000. Authors should use the following guidelines.

**Register articles will benefit the reader by providing specific planning techniques, practice management suggestions or educational content about financial services, which might include the advisory professional responsibilities, industry news, insurance, investments, software or compliance.**

- Please be as specific as possible on any topic relating to financial services.
- Recommend specific actions or conduct, on the part of the financial advisor readers - or on the part of industry organizations.
- Explore opportunities for the benefit of clients through the use of information, analysis or service techniques that may be delivered by financial advisors.
- You may comment or even disagree with another author of a published book or article (even a previous Register article), or with the comments of a political figure, or an industry spokesperson, leader or organization.
- **Your Article should include specific recommendations.** Our readers more than just want to know about a problem – they want to know the solutions!

**Length:** Columns must be 650-700 words. **Cover articles must be no more than 2,300 words and Feature articles, no more than 1,000 words.**

**Copy:** Please send a Word file, as an attachment to an e-mail message.

**Send to:** editor@iarfc.org

**Subject:** Register Article (for your e-mail transmittal memo)

**Photo:** Please send an electronic photo. This could be a head-shot in business apparel. Preferably color. The larger the photo is when you scan it, the crisper it will be when reduced for placement.

In addition ideally send some action shot with a client or staff person. This can be attached to the same e-mail message.

**Graphic:** We encourage you to attach a graphic image, such as a PowerPoint, PDF or Excel file, which will help illustrate your concept or position. It may also be able for us to reproduce specific illustration pages or brochure copies that have already been already printed as output from another program.

**Bio Section:** Every story should be accompanied by a biography of the author of approximately 35 words. It may be edited for length and content. Please include all your professional designations and graduate degrees. If you are the author of a book or software that is currently available or in use you may wish to mention it.

**Editing:** The publisher reserves the right to edit your copy or to not print it. However, if any substantial changes or cuts are suggested, you will receive an opportunity to review the copy.

**Preview:** Depending on the nature of your article, we may send you finished layout, that shows formatting and photo, generally by e-mail as a PDF file.

**Copies:** We will send 1 copy of the magazine in which your general article appears.

## Sample Bio

Benjamin N. Franklin, ChFC, RFC® is president of Poor Richard's Investment Company of Philadelphia, PA, which manages \$2 billion of postal stamps. Poor Richard also introduced the "You Lick It" software that is employed by 1,500 post offices. Contact: 610 555 4000, E-mail: ben@poorrichard.com, Website: www.poorrichard.com.

## Register Cover Profile Participation -Guidelines

Criteria: Cover Profile Participant, must be an IARFC member in good standing, have made contribution to the financial industry, i.e. writing articles, donations to industry events and/or continuing education program activities. Cover Profile Participants are also selected according to the Register annual Editorial Calendar theme and topics.

Time: Selection of the Cover Profile Participants are made (early Fall) for the following calendar year.

Selection Committee: Is made up of the Editorial Board of the *Register*. Final selections are also reviewed by the IARFC CEO and Chairman.

Become a Cover Profile Participant: Contact the Register Editor-in-Chief, Wendy M. Kennedy at editor@IARFC.org, 513.261.6047 to be added to the roster of names in Cover Profile Participant database. The Register Editor-in-Chief will contact you if selected within 90 days of the Register publication deadline date you are selected to be profiled. Please, be prepared to provide your professional resume or vita.

## Editorial Board Contact Information

Editor –in-Chief	Wendy M. Kennedy	513 424 6395 ext. 308	editor@iarfc.org
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## Background Information

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Editor-in-Chief: Wendy M. Kennedy

Editor: Susan Cappa

Founding Editor: Edwin P. Morrow, II

Previous Issues: [Archive Issues](#)

Editor Responsibilities:

- General promotion of the *Register*
- Attending conference and encouraging authors to submit
- Organizing special issues
- Maintaining and expanding subscriber lists by encouraging professionals and institutions to subscribe
- Send copies of the *Register* to member of the media
- Increasing the number of institutional and media subscriptions
- Sending copies of the *Register* to those on the member list
- Work with IARFC staff in the design and marketing of the *Register*
- Recruiting and managing the editorial board
- Increasing the number of submissions
- Ensuring that authors reference other *Register* article, when appropriate
- Increasing visibility of the *Register* in terms of indexing
- Managing the entire publication process from paper submission to printing
- Writing editorials for each issue

Editorial Activities Needing Attention

Strive to have the *Register* printed by the deadline

Work to increase the size of the *Register*

Require more active involvement of the IARFC Board

Contracting an advertising agency to sell ad space for the *Register*.