



# Institute for *Neuromarketing*

## **GUIDELINES FOR AUTHORS**

Below are the guidelines we have created to help you write and structure your blog in a way that will make it more accessible and relevant to our readers.

### Structuring your blog posting

A well-structured blog posting will catch the readers' attention and make them want to read what you have to say. You can enable them to do so by following these tips:

- Give the blog posting a title that will catch the reader's eye. This is the first thing they see and will help them decide if it is of interest to them.
- Write the main point in the first paragraph. This is the first thing the readers see and it will make them want to read on.
- Insert the details in the following paragraphs of your posting.
- Finally, in the last part of the posting, add the background information with your name and your short bio. You can insert your e-mail address, too.

### **Writing style**

- Try to write in a friendly and informal style. Write in the first person, that is, use the pronoun 'I' and try to include reference to your own context and your professional/academic/scientific experience in neuromarketing. Think about your readers and what they can learn from your experience.
- Try to describe rather than tell e.g. instead of saying you thought a book was great, try to explain why you enjoyed it and what you have learned from it (just an example).
- Try to ask your readers some questions and get their feedback on what you have written.
- Always be polite, informative, and respectful of other cultures and opinions.

### **Content topics**

It is always best to write about something you know and are enthusiastic about. Check out some of our suggestions for content topics. You can choose one of the topics and extend it each week. Please do not use the content topic for your headline title. If you have some great topics which are not listed and are related to neuromarketing, please send us an e-mail to: [info@neuromarketinginstitut.com](mailto:info@neuromarketinginstitut.com).

- Please write a short biography that will present you as the Author of the text without the need for an additional inclusion of links to the websites of companies/organizations you work for. We kindly ask you to provide us with your e-mail address that will appear below your blog post in order for the readers to be able to contact you directly in case they have any questions related to your blog post.
- Please send us your photo that will appear next to your blog post. Technical instructions are listed in a separate document.



## **Topics:**

**#1 Neurodesign**

**#2 Neuropricing**

**#3 Neuromarketing in business**

**#4 Neuromarketing in science**

**#5 Neuromarketing in social media**

**#6 Political neuromarketing**

**#7 Branding with EEG**

**#8 Biometrics in ads**

**#9 Eye tracking and facial coding**

**#10 Persuasion**

**#11 Cognitive dissonance**

**#12 Branding**

**#13 Facial Coding**

**#14 Conversion**

**Please note:** Start writing on the desired topic and please send your materials once a week, on Wednesday, until 04:00 p.m. CET to: [info@neuromarketinginstitut.com](mailto:info@neuromarketinginstitut.com) All the photos submitted have to be available for commercial use in order for them to be published on the website. Submitting any defamatory or illegal material of any nature is prohibited. This includes texts, graphics, video, and/or audio content. Creating a text with the intention of committing or condoning an illegal act is strictly prohibited. Provide us with legal photos for your blog with the link to the location where you have taken the photos.

## **Things to avoid**

- Always try to avoid being negative. If there is something you do not like, it is usually best not to write about it. Open a discussion and make space for a debate, research, etc.; it is great.
- It is important to raise issues, but do not try to impose your beliefs on others.
- Do not include links to commercial sites or resources.
- Do not include links to inappropriate materials.
- Never give specific names, places, addresses or contact details.
- Please, do not include links to the websites of the companies/universities/institutions and other commercial websites of the organizations you work for, because the Institute for Neuromarketing does not support the advertising of third parties, only the distribution of professional and research articles in the area of neuroscience, neuromarketing and marketing.



### ***Copyright and the law***

You own the copyright to your posts, articles and images, but you also agree to grant the Institute for Neuromarketing a perpetual, royalty-free, non-exclusive, sublicensing right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform, play, and exercise all copyright and publicity rights with respect to any such work worldwide and/or to incorporate it in other works in any media now known or later developed for the full term of any rights that may exist in such content, consistent with privacy restrictions set forth in the Institute for Neuromarketing Privacy Policy.

If you do not wish to grant such rights to the Institute for Neuromarketing, we suggest that you do not submit your contribution with the blog to this site.

By submitting your contribution to this site, you also guarantee that such contribution is:

- your own original work and that you have the right to make it available to the Institute for Neuromarketing for all the purposes specified above
- is not defamatory
- does not infringe upon any law

You also agree to indemnify the Institute for Neuromarketing against all legal fees, damages and other expenses that may be incurred by the Institute for Neuromarketing as a result of your breach of the above warranty.

You also agree to waive any moral rights in your contribution for the purposes of its submission to and publication on the Institute for Neuromarketing website, as well the other purposes specified above.

You may not violate, plagiarize, or infringe on the rights of third parties including copyright, trademark, trade secret, privacy, personal, publicity, or proprietary rights.

In case of a dispute arising from or in relation to the Terms and Conditions and/or the specific terms appearing elsewhere on this site relating to specific material, the latter shall prevail.

