

2020

FORBES/SHOOK TOP ADVISORS WRITE A FORBES ARTICLE

Top Advisors Posts

Top ranked Forbes/SHOOK advisors who purchase the “Partner” level premium directory profile are eligible to publish a single article on Forbes.com. The article must be thought leadership in style vs. a marketing document.

Authoring a Forbes article based on your expertise will help elevate your brand. With 116 million U.S. monthly visitors on Forbes.com, this is your opportunity to connect with new clients while also strengthening existing relationships.

Process Overview

Publishing an article on Forbes.com is simple. First step, create great content. From there, if necessary, be sure to get your firm’s approval. Once approved, you simply send the completed article to SHOOK Research or Forbes for approval (contacts provided below). The Forbes Content Studio will review the article to confirm it is compliant with our publishing guidelines and standards. Once approved, the article will be published online.

Your article will be published on Forbes.com’s Money Channel and the Wealth Management and Top Advisor/SHOOK sections.

It’s important that you take the time to edit your article to make sure it is representative of your individual brand, practice, area of expertise and most importantly, is accurate and credible. The word count recommended is 850 (not to exceed 1,500 words). As your content will become a Forbes article, it is required that your article be high quality.

FAQs

What does the article look like?

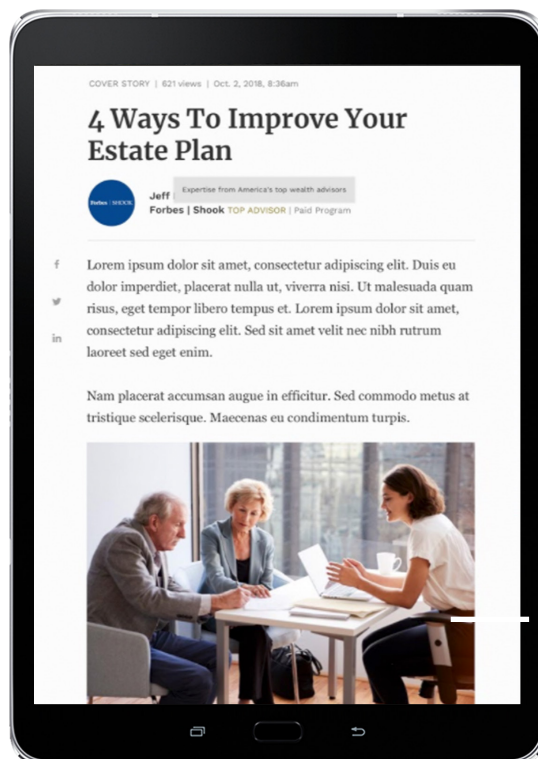
On the right is an image of the way your article will appear on Forbes.com. It appears exactly the same as an article will look if published by one of our staff reporters.

What are the next steps?

- Find a topic to write about
- Create your content
- Receive firm’s approval prior to sending to Forbes/SHOOK
- Get notified once it’s live
- Share and promote!

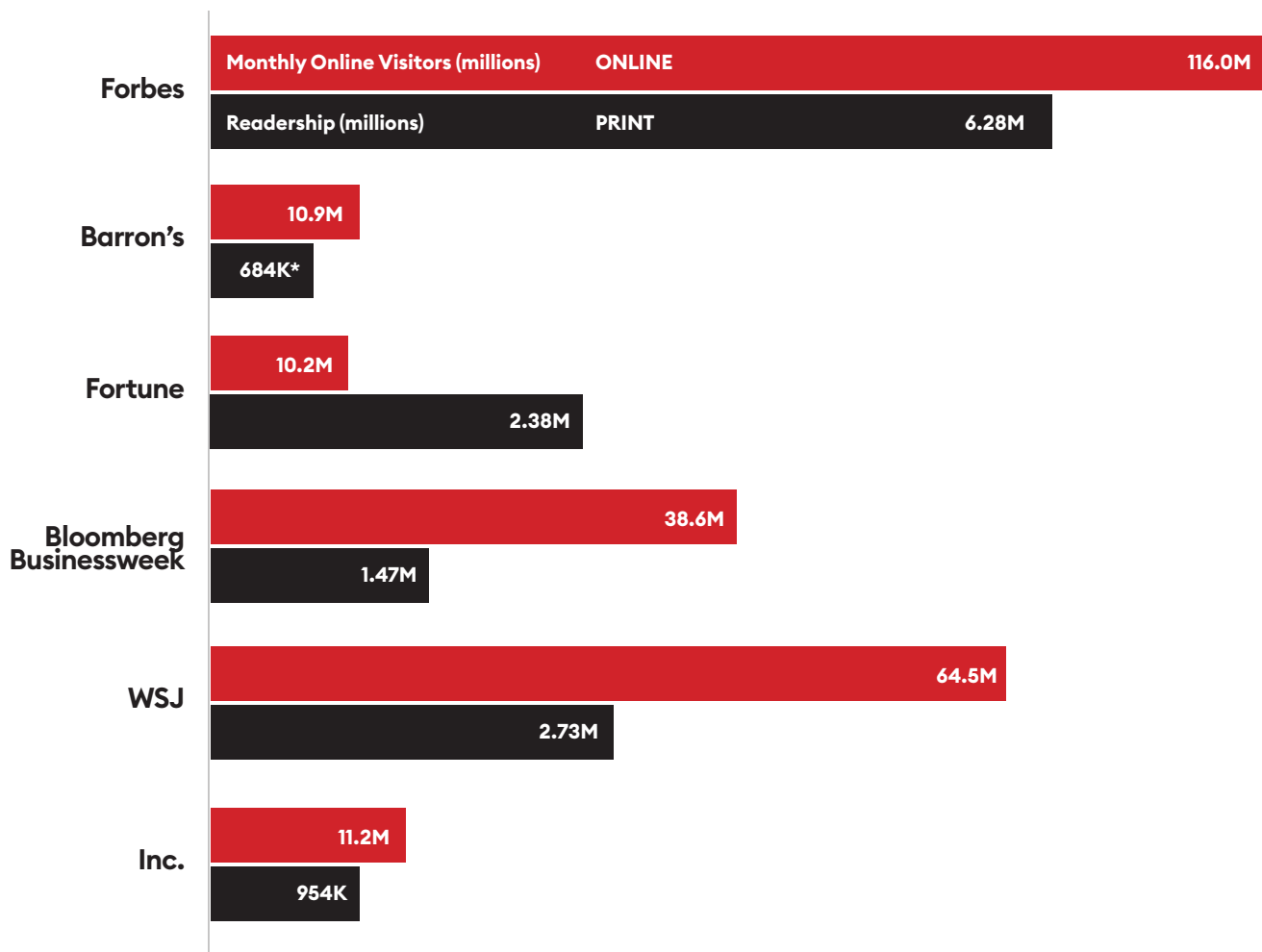
Who is my SHOOK contact?

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POWER OF FORBES



Source:

Digital: Comscore Multi-Platform July 2020, Desktop 2+ and Total Mobile 13+

Print: MRI Spring 2019, Base: Adults 18+. 2020 data.

*Did not meet MRI's release standards; 2019 data are used.