

I'm an Expert in __, and Here's What I Wish All My Clients Knew

After a divorce attorney posted some amazing advice about what she wished all clients knew before they came to her, we started thinking: Could this be a great series? So, if you are an expert in a field in which you advise clients, what are the basic things you wish they knew before they came to you? What dumb mistakes do you see being made over and over? What are the most common questions you receive?

This will be run as a post, and you can choose attribution – if you want to have your name, website, etc., included, you can.

You can also choose to be totally anonymous, or to use a pseudonym or initial(s).

Please note that we have limited time to make changes after the post goes live, so if you wanted to update it with new information a year later, we probably would not be able to do so (just as if you were quoted as a source in a news story, you could not change your quote or provide information post-publication). All change requests would be dealt with on a case by case basis and only via direct email to the editors (not social media, commenting on the blog, etc.).

Please note that not all submissions will be selected for publication; particularly the ones that feel promotional without sufficient meaningful content for readers will probably not be selected. In addition, it may be weeks or months before your submission is selected for publication.

We will run an appropriate disclaimer on the post noting that this is not specific legal / medical / financial advice; you'll be asked later if you'd like to suggest specific language.

Whether or not you choose to be totally anonymous, including with us, it would be amazing if we could have a reliable email address to ask you any follow-up questions for clarity's sake, as well as to give you a heads-up that the piece is running and at least a 24-hour private preview period. All information will be held pursuant to The Corporette Privacy Policy.

If you really don't want to give us your email address, please just list an obviously fake one below.

* Required

1. Email *

**Just for Staff
Purposes, Part
2**

This info will be seen by Corporette staff such as Kat, Kate, or others, but we will keep it confidential.

2. In what city & state are you currently living?

3. How do you want to be referred to in the piece? (First initial is OK, e.g., "K" for Kat, or you can come up with a more colorful nom de plume.) If you'd like us to link to a social media profile or website, please list that here.

4. Can you recommend any particular types of images that should accompany your piece for social media? (It's ok if there's nothing, just figured we'd ask if there's something specific...)

- 5. Can you recommend any specific disclaimer language (or a source like an industry or trade publication that we might reference for a disclaimer)? (Again, ok if not!)

- 6. Later on, there's a question (for publication) about "other things" you might need us to know in order to give us a better idea of about your expertise or advice. If there's anything that you just need US (Corporette staff) to know but want to keep confidential, or think it might be interesting to us for follow-up questions, please list it here. (For example, specific schools, years, certifications, etc., that you feel like might be too personally identifying to have on the public post, but would give us context for follow-up questions.)

My Expert Advice (For Publication From This Point Forward)

- 7. I'm an expert in

8. I've been practicing for X years (you can also give us a range, such as 10+, 15+ years)

9. in these cities/states/countries

10. Specifically, my practice/expertise/advise is about:

11. My usual clientele is (age, demographic, other info)

12. Briefly, my qualifications in this advice are (years of study or practice, degrees, certifications, number of clients, etc.)

13. The top things I wish people knew before they came to me / that I advise clients ALL the time / that I answer questions about frequently are these things: (long answer here -- it would be great if there are 3-5 specific things, but ok if not).

14. (If, above, you refer to any sources like books or websites that you wish people would refer to before they come to you, please list them here.)

15. How is your own life dictated by this advice (or changed by it)? For example, if you're an expert in estate law, do you update your own will every X years?

16. Are there any common misconceptions you encounter in your field of expertise, either because of popular culture or changed laws or something else?

**Bonus
Section
- Tell
Us
About
Your
Career
Path**

As you probably know we have a really intelligent, engaged audience -- if you'd like to tell us more about how you got into your practice or some of the most fun things you've worked on, that would be awesome. But you can also skip ahead to the next section!

17. How did you first get interested in this area of expertise? Did you go to school for it or find your way into it another way?

18. What are the pros and cons of this career path?

19. What kind of hours do you work and what range of money could someone in this field expect to make?

20. Do you own your own practice (partner, solo) or are you an employee, consultant, or other?

21. What are the extremes of your field of expertise -- what's the most fun, exciting, interesting, meaningful thing you've worked on? (On the flip side, what are the most mundane, tedious, boring things that you do all the time?) How would you say your time is spent (e.g., 30% mundane, 40% steadily interesting, 30% I Was Meant To Do This Work)?

22. Are there specific schools, companies, or cities where your area of expertise flourishes, e.g., Parsons/NYC for fashion?

23. What would be your best advice to your younger self before you started on this career path?

Anything else?

Is there anything else you want to tell us about, either so Corporette staff can ask questions about it or so readers might understand your situation or learn from it a bit better?

24. For publication thoughts:

25. Just for Corporette Staff Purposes:

26. (Email address or phone # -- if, having gone through the form all this way and you think adding your email address would be helpful but groan at scrolling to the top: we get it; here's another spot to leave it if you want to.)

HUGE THANKS!

We really really appreciate the time and energy you've taken to fill this out. If your submission is selected for publication (and you've given us a valid email address) then we will be in touch with follow up questions and at least a 24-hour private preview of the piece for your review before it runs.

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