

Overdrive F.A.Q.

Thank you for your interest in *Octane*! This document is designed to provide you with everything you need to know about *Overdrive*, EO's e-newsletter, which is sent out weekly via the EOupdate.

What is *Overdrive*?

Overdrive is the Entrepreneurs' Organization's (EO) electronic newsletter, written by members, for members. *Overdrive* used to be published via e-mail every month in an e-newsletter format; however, it has since changed to four articles published every month via the weekly EOupdate. Every article is published with the goal of fostering growth and excellence within the EO community.

What's the difference between *Octane* and *Overdrive*?

Octane is EO's award-winning magazine published quarterly. This print publication—which is written by members, for members, like *Overdrive*—provides members with hard-hitting business stories filled with invaluable lessons learned, better business practices and take-away knowledge. Each issue of *Octane* has a theme (i.e., Travel, Finance and Health)

Overdrive is an e-newsletter that's published through EOupdate on a weekly basis. This electronic publication offers members stories that are of lighter fare than *Octane*; specifically, stories about a cool EO event a member attended, general lessons learned on a personal or professional front, cool things members are doing and articles that discuss the importance of member benefits.

Where's the value in writing for *Overdrive*?

As one of the organization's most visible communication vehicles, *Overdrive* serves as a global tool that provides members with valuable business knowledge and inspiring stories. If your article is selected for publication, you will get to share your story or lessons learned with the entire membership.

In addition to the global education opportunity, writing for *Overdrive* is a great—and subtle—way of getting exposure for your business. Since EOupdate is read by the entire membership, more than 7,300 entrepreneurs will get a snapshot of what you do, how you do it and why it works. Since *Overdrive*'s inception, more than 300 members have written for the e-newsletter, and countless business experts have also contributed.

Who can write for *Overdrive*?

Because *Overdrive* is a perk of EO membership, writing privileges extend only to current members and rated EO speakers.

I want to write for *Overdrive*, but I'm not familiar with the type of articles you're looking for.

Unlike most publications, *Overdrive* articles are written by members, for members. As such, each article has a distinct writing style reflective of the author's personality. Overall, the articles are light-hearted, easy to read and full of helpful information.

To give you an example of the tone and style typically used in *Overdrive* articles, check out this link: <http://www.eonetwork.org/publications/overdrive/Documents/Best%20of%20Overdrive-FY20082009-FINAL.pdf>.

What are some writing tips I'd need to know before writing an *Overdrive* article?

To increase your chances of getting published in *Overdrive*, here are some specific writing tips:

- Write the article in first person
- Be sure to emphasize lessons learned— how did it help you/your business?
- Write it like you're speaking in your Forum (Gestalt)— don't tell, *show*
- Don't advertise your business— readers need to learn, not be sold
- Maintain a casual tone that reflects your personality— have fun with it!
- Try and keep the article to 600 words or less

How does the writing/submission process work?

Do you have one of the following experiences on which you can write?

- An EO or Forum event that taught you a valuable lesson
- A personal or professional experience that taught you a valuable lesson
- An experience with an EO member or member benefit you'd like to discuss
- General business tips, better business practices or experiential advice

If you have one the above experiences, please contact Nicholas Thomas, EO's Publications Manager, at nthomas@eonetwork.org. Whether you have an article idea or a pre-written article, simply e-mail Nicholas to jumpstart the process. He can guide you through the writing process if needed.

What happens after I submit an article?

Once you submit an article or article ideas for consideration in *Overdrive*, the following processes will take place:

1. Your article/article ideas will be reviewed by the Publications Manager.
2. The Publications Manager will send you his feedback and work with you on improving/writing the article if needed.
3. Once the article is ready to go, the Publications Manager will post it online and submit it to the EOupdate editor for inclusion in an upcoming EOupdate.

What if my article wasn't immediately used in *Overdrive*?

We understand how much time and effort is put into every article, and we are very appreciative of our members' passion and drive to educate their peers. However, we get a lot of articles every week, and often it takes a while for an article to be used. If your article isn't immediately used in an upcoming issue of *Overdrive*, we can leverage the content in one of our other global communication vehicles (of which you will be notified):

- ❖ **Octane:** Award-winning magazine delivering hard-hitting business articles to 7,300+ members on a quarterly basis
- ❖ **EOtv:** Web cast distributed to 7,300+ members and 1,000+ members of the media

- ❖ **Web site:** Every week we upload new articles on our public site, which is frequented by thousands of people a month

Where can I view past issues of *Overdrive*?

Every *Overdrive* article is published online when it is used in EOupdate. Once the article has been published, it will go into an archive on the *Overdrive* Web site, which can be found here: <http://www.eonetwork.org/knowledgebase/overdrive>. Past *Overdrive* issues and articles can be found at this location, as well.

Who can I contact if I have *Overdrive* questions?

If you have ideas for articles or pre-written articles you'd like to submit, or if you simply have questions, please contact:

Nicholas Addison Thomas
Publications Manager
nthomas@eonetwork.org
T: +1.703.837.6098
F: +1.703.519.1864

Entrepreneurs' Organization
500 Montgomery Street, Suite 500
Alexandria, VA 22314, USA