



AHAthat™ Writing Guidelines as of 04Mar17

THiNKaha® a California corporation specializing in thought leadership, is the publisher responsible for ensuring the quality of the (AHAmessages™) on AHAtat™.

Steps for writing an AHAbook™ are articulated on the AHAtat website at <http://AHAtat.com/Author/>. When you're ready to write your 140 AHAmessages, please use this [Excel spreadsheet](#) or this [Google spreadsheet](#) to write your content while adhering to the following guidelines:

1. Each AHAmessages needs to stand on its own. If you read that and only that AHAmessages, it should make sense by itself.
2. The first and last AHAmessages in the AHAbook (#1 and #140) should be upbeat and broad in scope.
3. Every AHAmessages should give attribution to the author (you or a third party). You give AHAmessages attribution by including the Twitter handle or the LinkedIn profile of the author. If there is no online attribution, use their name with a dash before it (e.g. "-PT Barnum"). If you do quote a third party, particularly someone in the public domain, consider using "via @yourhandle" at the end of the AHAmessages to signify that you are the one sharing that quote.
4. **No plagiarism**. If the AHAmessages is not your quote or thought, please do not use it unless it is available in the public domain and/or you give it the appropriate attribution.
5. You can also include a hashtag (#) and a short URL pointing to additional information. By incorporating a URL, you can extend your thought by pointing to a YouTube video, a SlideShare presentation, a Blog Post, a Podcast, an Amazon link with your traditional book for sale, the top of your funnel or a host of other relevant locations.
6. To make each AHAmessages easily tweetable, try to make AHAmessages 115 characters or less, including your Twitter handle.
7. If you are supplying a list of items, include the name, number and total number in the list at the beginning of each AHAmessages (e.g., Life Lesson 1 of 5, Life Lesson 2 of 5, etc.).
8. Introductory and closing comments do not belong in this book. AHAmessages are not meant to be read in order so these types of AHAmessages are irrelevant.
9. Have fun! Enjoy the writing process. You are in the process of writing AHAs you will be bringing to the world.

Please contact us with any questions/concerns/feedback at submission@thinkaha.com.

Mitchell Levy, The AHA Guy, AHAtat™
Jenilee Maniti, Production Manager, AHAtat™