# AHAthat™ Writing Guidelines

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

Steps for writing an AHAbook™ are articulated on the AHAthat website at http://www.ahathat.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 AHAmessage needs to stand on its own. If you read that and only that AHAmessage, it should make sense by itself.
2. The first and last AHAmessages in the AHAbook (#1 and #140) must be underline upbeat and broad in scope.
3. Every AHAmessage should have attribution of who wrote it (you or a third party). Give AHAmessages attribution by including the Twitter handle of the author. If there is no twitter handle, use their name (e.g. PT Barnum). You can also include a hashtag (#) and a bit.ly URL pointing to the appropriate source.
4. **No plagiarism**. If the AHAmessage is not your quote or thought, please do not use it unless it is available in the public domain or you give it the appropriate attribution.
5. To make each AHAmessage easily tweetable, each AHAmessage should be 130 characters or less, including your Twitter handle.
6. If you are supplying a list of items, include the name, number and total number in the list at the beginning of each AHAmessage (e.g., Life Lesson 1 of 5, Life Lesson 2 of 5, etc.).
7. 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.

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

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