The Finantrix Executive Forum

Publishing under your own byline, and what that does and does not buy

Everything on these pages in one document: who the Forum is for, what a membership gets you, exactly when you are charged, what it deliberately does not buy, and the standard every submission is read against. Forward it to whoever has to sign off.

PAID MEMBER CONTENT

The Executive Forum is a paid membership program. Members pay to publish here, and Forum pieces are written by their bylined authors rather than by our editors. It is separate from Finantrix Insights and from our buyer guides, neither of which can be bought.

Current as of August 2026 · Everything here lives online and stays current at https://www.finantrix.com/executive-forum
Where this document and the site disagree, the site is right.

What's inside

> Six sections. If you are deciding whether to join, the first three are the ones that matter; if you have decided, the last three are what your submission will be read against.

One — What the Forum is

> Publishing under your own byline, and what that does and does not buy.

What the Forum is

A place for senior people in financial services to publish what they have actually done, under their own name, on a site their buyers and peers already read.

Membership is $499 a year. Each piece we accept is $249. You are charged for a piece only when we accept it, and never for one we turn down.

You get a profile page, a byline on everything you publish, a link to your own site, and an editor who will tell you plainly why a draft is not working.

Up to 6 pieces a year, and everything is about financial services. Both limits are deliberate: a Forum that publishes anything from anyone at any volume is a content farm with a membership fee, and nobody reads one of those.

What the Forum is not

It is not Insights (https://www.finantrix.com/insights), and a Forum piece never appears there. It is not a way into a buyer guide (https://www.finantrix.com/buyer-guides), whose vendor evaluations are editorial and are not for sale at any price.

Membership buys you no advantage anywhere else on this site. Your company's directory (https://www.finantrix.com/directory) entry is assessed on the same terms as everyone else's, and no editorial tool of ours knows who is a member.

The link from your profile to your own site carries `nofollow`, the same as every vendor link here, so a membership passes no ranking signal. If a backlink is what you are shopping for, this is the wrong product and we would rather say so now.

Why we charge for this and not for editorial

Because they are different things and keeping them apart is the only reason either is worth anything. Our editorial is not for sale, so it is worth reading. The Forum is openly paid, openly labeled, and kept out of the editorial entirely — which is what lets both sentences be true at once.

We would rather lose a membership than blur that. If you want us to write about you, the answer is no and there is no price. If you want to write, under your own name, in a section that says plainly what it is, that we sell.

Where the money stops

Every paid product should have a line drawn around it. This is ours, and `check:forum-separation` fails our build if any of it stops being true.

WHAT MEMBERSHIP BUYS

- ✓ A byline on this domain, under your name and your bio
- ✓ A profile page with your title, company and a link to your site
- ✓ An editor who reads your draft and tells you what is wrong with it
- ✓ A place in the Forum roster while your membership runs
- ✓ Your published pieces stay up permanently, whether or not you renew

WHAT IT DOES NOT BUY

- ✕ Any coverage in Insights (https://www.finantrix.com/insights) — Forum pieces never appear there
- ✕ Entry to a buyer guide (https://www.finantrix.com/buyer-guides) evaluation, or a better place in one
- ✕ A softer assessment of your company in the directory (https://www.finantrix.com/directory)
- ✕ A followed link. Every outbound Forum link is `nofollow`
- ✕ Publication of a specific piece. Membership buys the read, not the yes

Two — Is it for you?

> The test is not seniority. It is whether you have run something and can say what happened.

Is this for you?

You have run something and can say what happened. A migration, a remediation, a build that went sideways, a regulatory program. The specifics are the product — they are what nobody else can write.

You can write it yourself. Being edited is normal and we will do it. Being written for is not, and it reads like it.

You want the readers rather than the ranking. Every link out of here is `nofollow sponsored`. If a backlink is the point, this will disappoint you and we would rather say so before you pay.

It is probably not for you if you are early in your career and still building a track record, if what you want is coverage *of* your company rather than a byline of your own, or if you cannot name the argument you would make. All three are fine things to be — they are just a different product, or none.

What you actually get

A byline on this domain, on a page that is yours, with your name, role and company under the headline.

A profile page carrying your bio and a link to your site, listing everything you have published here.

An editor. Somebody reads the whole thing and tells you what is not working. Most pieces go round at least once, and a round costs nothing — you are charged when a piece is accepted, so a draft that needs work costs exactly what one that does not costs.

A permanent archive. What you publish stays up whether or not you renew. We do not hold it against a subscription.

What the money does, and when it moves

Applying is free and takes no card. We read your pitch and decide first.

$499 a year starts when we accept your application, not when you apply. If we turn you down, nothing reaches your card and there is nothing to cancel.

$249 per piece, charged at the moment we accept it. A piece we send back for changes costs nothing, however many rounds it takes. A piece we turn down costs nothing.

Cancel from your dashboard any time. Canceling stops the renewal and ends your ability to submit something new; it takes nothing down.

How to make the first one land

Lead with the argument, not the topic. "What we learned migrating a core" is a topic. "The reconciliation window, not the cutover weekend, is what decides whether a core migration lands" is an argument, and everything after it is evidence.

Bring one thing only you know. The constraint that broke the obvious approach. What you tried first. The consideration that changed the decision. This is the part a reader cannot get anywhere else, and its absence is the most common reason a well-written piece still comes back.

Source your numbers or drop them. We remove invented figures and unattributable quotes, and it is the single most frequent correction we send. If a number is yours — your migration, your book, your incident — say so and say how it was measured.

Say the uncomfortable part. The pieces that get read are the ones that admit what did not work. A draft with no cost in it reads as marketing however carefully it avoids naming a product.

Who we accept

People with direct responsibility for the thing they want to write about: heads of architecture, operations, risk, data, technology, compliance and strategy at banks, insurers, asset and wealth managers, and their opposite numbers at the firms serving them.

Seniority is a proxy and not the test. The test is whether you have sat in the room where the decision was argued, and can write about it without a communications team in the loop.

We accept vendors and consultants, on one condition: you write about the problem, not the product. A piece that only makes sense if the reader buys something is a case study, and we do not run those here.

Who we turn down

Agencies applying on behalf of an executive who will not be writing. The byline has to belong to the person doing the thinking.

Anyone whose application reads as a link-building campaign. We can usually tell, the link is `nofollow` anyway, and it wastes both our time.

Applicants with nothing specific to say yet. "Thought leadership on digital transformation" is not a subject. Come back with an argument.

Three — What it costs, and when

> Applying is free and takes no card. Both charges follow a decision; neither precedes one.

Membership	**$499 / year**	A profile, a place in the roster, and the right to submit. Charged when we approve your application, never before.
Each accepted piece	**$249**	Charged when we accept it. A piece we turn down, or send back for changes, costs nothing.

That is the whole price list. No minimum number of articles, no package, and no charge for a draft that goes round twice. Up to 6 pieces a year.

WHAT HAPPENS, IN ORDER

Day 0	You apply. Two or three sentences on the argument you would make.	**Free**
A few business days	An editor decides. We write back either way, and say why if it is no.	**Free**
On acceptance	Your membership starts and the card is charged for the first time.	**$499**
Whenever you are ready	You submit a piece from your dashboard.	**Free**
About a week	We read it, and either accept it, ask for changes, or turn it down.	**Free**
On acceptance	The piece publishes with your byline, bio and link.	**$249**

Four — How it works

> From application to published piece, with the money marked where it moves.

1. **Tell us who you are and what you want to write about**
   Your role, your company, and two or three sentences on the argument you would make first. The subject matters more than the résumé — we are deciding whether there is a piece here, not ranking your seniority.

2. **We read it**
   Usually within a few business days. We are looking for a specific argument from someone in a position to make it. If we turn you down we say why, and you are welcome to come back with a different subject.

3. **Approved — then you join**
   We send you a link to start the $499 membership. **Nothing is charged before this point**, and nothing is charged if we decline your application. Your card is entered after the decision, not before it.

4. **Write, submit, and get edited**
   Submit from your member dashboard. We read it against the guidelines, and either accept it, ask for changes, or turn it down. Changes cost nothing and there is no limit on rounds.

5. **Accepted — we charge and publish**
   $249 is charged to the card on file at the moment we accept the piece, and it publishes with your byline, your bio and a link to your site. A piece we turn down is never charged for.

HOW EVERY PIECE IS REVIEWED

Every Executive Forum piece is read by a Finantrix editor before it is published, against the published submission guidelines. We ask for changes, we check that claims are sourced, and we turn down submissions that do not clear the bar — including from paid-up members. Membership buys the read, not the yes.

Five — The standard

> This is what a submission is read against. It is worth ten minutes before you write anything.

The bar

An argument, not a topic. "The state of core banking" is a topic. "Most core migrations fail at data reconciliation, not at cutover" is an argument, and everything else in the piece can be evidence for it.

Detail you had to earn. The constraint that made the obvious approach fail. The thing you tried first that did not work. The consideration that changed the decision. This is the part nobody can write from a search engine, and it is the reason a reader stays.

Written by you. We can tell, and so can readers. A piece that has been through a content agency reads like one.

Nothing to sell. Name your employer where the story needs it. If the piece collapses without the product in it, it is marketing and we will send it back.

Claims and evidence

Every empirical claim traces to a real source, or it is stated qualitatively. This is the rule we enforce hardest, on our own writing and on yours. Link the source, or write "most of the institutions we looked at" rather than inventing a percentage.

We remove invented statistics, made-up survey results, and quotes attributed to people who did not say them. It is the most common reason a promising draft comes back, and it is not negotiable — a fabricated figure fails the page however well it reads.

If a number is genuinely yours — your migration, your book, your incident — say so and say how it was measured. That is the most valuable kind of figure there is, and it is the only kind we cannot check for you.

Shape and length

Somewhere between 900 and 2,000 words is usually right. Shorter tends to be a LinkedIn post; longer usually means two pieces.

Lead with the argument. A reader should know what you are claiming inside the first paragraph, not after eight hundred words of scene-setting.

Use headings that say something. "Background" tells a reader nothing; "Why the reconciliation ran for six weeks" tells them whether to keep reading.

Links are welcome where they help a reader. Every outbound link in a Forum piece carries `nofollow`, so include them for the reader or not at all.

What we do to your draft

We copy-edit for clarity, house style and US English, and we will cut padding. We do not change what you are arguing — if we think the argument is wrong, we send it back and tell you why rather than quietly rewriting it into something you did not say.

We may ask for a source, a cut, or a rewrite of a section. That is a `changes requested`, not a rejection, and it costs nothing: you are charged when a piece is accepted, so a draft that goes round twice costs exactly the same as one that goes round once.

You approve nothing after acceptance. If our edit changed something you disagree with, tell us and we will fix it or take the piece down — but the byline is yours, so we will not publish words you would not sign.

WHAT SENDS A PIECE BACK

- A figure with no source. The single most common reason
- A quote attributed to an unnamed "industry leader" or "senior executive at a top-five bank"
- A piece that reads as a product pitch once you take the abstractions out
- Superlatives about your employer: "leading", "best-in-class", "world's #1"
- An argument with no specifics behind it — the shape of expertise without any
- Something already published elsewhere. We publish original pieces
- A draft written by someone other than the byline
- Anything whose purpose is to carry a link
- A subject outside financial services. We publish in one industry and this is not a general business site

Six — Questions

> Each of these has its own address online, so you can link somebody straight to the answer.

What this is

Is this the same as writing for Finantrix Insights?

No, and the difference is the point. Insights (https://www.finantrix.com/insights) is our editorial: we commission it, we do not charge for it, and we do not sell our way into it. The Forum is a paid membership where you publish under your own byline, in its own section, labeled as paid on every page. A Forum piece never appears in Insights.

https://www.finantrix.com/executive-forum/guidelines#forum-what

Doesn't charging for articles compromise your independence?

It would if the two were mixed, so they are not. Forum pieces live in their own section, are labeled on every surface, are excluded from Insights, our buyer guides and our search, and pass no ranking signal. Our editorial remains unbuyable at any price — and a build check enforces the separation rather than leaving it to memory. Read the editorial policy (https://www.finantrix.com/work-with-us/editorial-policy) for the whole boundary.

https://www.finantrix.com/executive-forum/guidelines#forum-why-paid

Does membership help my company elsewhere on the site?

No. Your directory (https://www.finantrix.com/directory) entry is assessed on the same terms as any other, membership is not an input to any buyer guide (https://www.finantrix.com/buyer-guides) evaluation, and no editorial tool of ours knows who is a member. If that is what you are buying, do not buy this.

https://www.finantrix.com/executive-forum/guidelines#forum-editorial-benefit

Money

What does it cost?

$499 a year to be a member, and $249 for each piece we accept. That is the whole price list. There is no minimum number of articles and no package.

https://www.finantrix.com/executive-forum/guidelines#forum-cost

When am I actually charged?

Membership is charged when we approve your application, never before — if we decline it, nothing reaches your card. An article fee is charged at the moment we accept the piece. A piece we turn down, or one still in review, is never charged for.

https://www.finantrix.com/executive-forum/guidelines#forum-when-charged

What if you reject a piece I have written?

You are not charged for it. You can revise it and submit again, or write something else — there is no limit and no per-submission fee. Only an accepted piece costs $249.

https://www.finantrix.com/executive-forum/guidelines#forum-rejected-article

How do I cancel?

From your member dashboard, any time. Canceling stops the renewal and ends your ability to submit new pieces. We do not refund time already run.

https://www.finantrix.com/executive-forum/guidelines#forum-cancel

What happens to my published articles if I stop paying?

They stay up, with your byline, permanently. We take the view that you paid for publication and got it — holding an archive hostage to a renewal would make every published piece a bargaining chip. What lapses is your place in the roster and your ability to submit something new.

https://www.finantrix.com/executive-forum/guidelines#forum-lapsed

Can we pay by invoice instead of card?

Ask. Tell us through the contact form (https://www.finantrix.com/contact) and we will work with your procurement process.
https://www.finantrix.com/executive-forum/guidelines#forum-invoice

Applying and writing

Who gets accepted?

People with direct responsibility for what they want to write about, who have a specific argument to make. We turn down applications with no subject, agencies writing on someone else's behalf, and anything that reads as a link-building campaign.
https://www.finantrix.com/executive-forum/guidelines#forum-who

Can my communications team write the piece?

No. The byline has to belong to whoever did the thinking, and a piece that has been through an agency reads like one. Being edited is fine and normal; being written for is not.
https://www.finantrix.com/executive-forum/guidelines#forum-ghostwriting

We're a vendor. Can we join?

Yes, if you write about the problem rather than the product. Name your employer where the story needs it. If the piece stops making sense without your product in it, it is a case study and we will send it back.
https://www.finantrix.com/executive-forum/guidelines#forum-vendor

How long does a review take?

An application is usually a few business days. A submitted piece is usually a week. If a draft needs changes we tell you what they are, and there is no charge for going round again.
https://www.finantrix.com/executive-forum/guidelines#forum-how-long

Will you change what I wrote?

We copy-edit for clarity and house style and we will cut padding. We do not change your argument — if we think it is wrong we send it back and say so. The byline is yours, so we will not publish words you would not sign.
https://www.finantrix.com/executive-forum/guidelines#forum-edits

Do I get a link to my site?

Yes, from your profile and your byline. It carries `rel="nofollow"`, exactly like every vendor link on this site, so it passes no ranking signal. A Forum membership is worth having because people read it, not because of what it does to a search ranking.
https://www.finantrix.com/executive-forum/guidelines#forum-link

Can I have a piece taken down later?

Yes, and free. Ask through the contact form (https://www.finantrix.com/contact) from the address you joined with, and we retire the URL properly so it does not become a broken link somewhere else.
https://www.finantrix.com/executive-forum/guidelines#forum-takedown

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Apply: https://www.finantrix.com/executive-forum/apply — free, no card, and we decide first.
Ask a person: https://www.finantrix.com/contact · support@finantrix.com
Where the boundary is written down: https://www.finantrix.com/work-with-us/editorial-policy