

Canadian Finance News Op-Ed Guide

Canadian Finance News Op-Ed Notes:

A strong Canadian Finance News op-ed should feel like a sharp piece of commentary (not a brochure in disguise.) It should open with a catchy title that signals both the issue and point of view.

Write with clarity, edge, and purpose. Think of it like a strong 30-minute finance panel: it gets to the point, brings color and clarity, and stays focused on outcomes. A good op-ed should make one strong argument and pursue it without wandering. Start quickly and state the point early. Do not spend half the piece warming up. Build the case with logic, evidence, and sharp examples that a business audience can immediately grasp. Use clean, precise language and keep the prose moving. The tone should be intelligent, confident, and lightly provocative. It should sound informed, not inflated.

It cannot be advertorial. The moment a piece begins to sound like a disguised sales pitch, the reader switches off. Business audiences are busy, skeptical, and outcome-driven. They are looking for insight they can use, not branding dressed up as commentary. That is why every paragraph should earn its place: advancing the argument, sharpening the stakes, or clarifying the implications for the market. The best op-eds do not merely describe an issue. They interpret it, make it relevant, and leave the reader with a clear sense of what matters, what is changing, and what should happen next.

Recommended structure:

1. Catchy Title

A headline with argument, energy, and relevance.

2. One-Paragraph Abstract

A short opening paragraph that frames the issue, stakes, and central thesis.

3. Three Driven Body Sections

Each section should carry a clear argument forward:

- **Section One:** What is happening and why it matters
- **Section Two:** The main argument, evidence, or market insight
- **Section Three:** Implications, industry meaning, and conclusion

4. Conclusion

A firm closing thought with a point of view.

5. Summary of 5 Key Points

Five concise takeaways that capture the essence of the piece.

Tone and length

Aim for roughly 600 to 1,000 words overall. The tone should be lively, intelligent, and non-advertorial: closer to informed commentary than corporate marketing. The best pieces teach the reader something, make a persuasive case, and open the door to broader opportunities such as a panel topic, webinar, or whitepaper.