

AUTHOR'S GUIDELINES FOR SUBMITTING ARTICLES FOR BFVEA'S ESSENCE MAGAZINE

Please send your article (or suggestion of an article) to editorialteam@bfvea.com.

After receiving your article, the ESSENCE coordinator will acknowledge it and inform you that you will be contacted when we know which issue of the magazine your article will appear in. This may take several months depending on which other articles we have available and the suitability of your work to a particular issue. If your article requires more than minor editing (punctuation etc.) then a sub editor will contact you at some point and work with you on the article to develop it into a format that is suitable for publishing. Obviously, according to one's writing experience, there are varying degrees of what this may entail. Again, it may be several months later that the ESSENCE coordinator tells you exactly which issue your article will appear in. For your information, an author retains the rights to their article.

Submitting an article

- If your article is for a specific issue of Essence you will be given a dead line to work to. It is your responsibility to stick to this date, so endeavour to do so. The ESSENCE coordinator is very happy to receive your article in advance of this date.
- When typing your article, make sure the default for 'Language' in WORD is set to 'English (United Kingdom)' - under the TOOLS menu go to LANGUAGE, then SET LANGUAGE, then ENGLISH UK).
- If submitting further drafts of your article – please change the name of the article or the version (i.e. article1 and article2). Make obvious any changes in the new draft by highlighting the changed text in a different colour. Previous drafts will be deleted, unless the editor/sub editor is told otherwise.
- Clear permission and, if appropriate, make reference to, any content not created by the author.
- Include a brief biography of yourself at the end of the article and a portrait of yourself (for size of JPEG please see page 2 – 'Photos and Pictures'.

Formatting and presentation

Please type your article in plain text without formatting. If you have a particular format that is crucial to the layout of your article then please submit a formatted copy of your article as a PDF (single pages not spreads) in addition to an unformatted WORD version. A PDF is easy to create - in WORD, click the symbol on the top left hand side. Where it states 'Save As', click PDF. Make obvious that these articles are connected by calling them the same name followed by either '1', '2' or 'A', 'B' etc.

- If not sending a PDF, please do not format the document other than paragraphs, i.e don't use bullets, indents etc. The editor will format the article as appropriate.
- Use single spacing.
- Try to use a new paragraph for every new idea.
- Write 'Bach Flower Remedies' or names of other essences or essence ranges with a capital letter at the beginning of each word.
- Write numbers in words (i.e. twenty not 20). Exceptions to this will be at the editor's discretion.
- Number sequentially all references to books in square brackets, i.e. [*]
- If you want a word centred, use the alignment tools and not the space bar or tab to do this.

Photographs and pictures

Where possible send appropriate pictures/photos at the time of your article submission; otherwise photos and pictures will be chosen by the Editor.

- Send photos in JPEG format and 2mb in size.
- Please convey whether you give permission for the BFVEA to use your photos again in other issues (where appropriate) or whether they are to be used only with your article. If your picture/photo needs to be credited, please give full credits and indicate if copyrighted. If you give permission for your photographs to be used again, we will credit you.
- If you intend to scan in a picture/photo to send with your article, make sure that your scanner is clean and dust-free as removing dust spots from an image is a lengthy process.

Article content

Before you submit an article, please carry out a first edit it in the following way:

1. Check for repetitions in your text, for example typing the same key word more than once in a sentence, and use the Thesaurus (under the TOOLS menu go to LANGUAGE, then THESAURUS) to find alternatives.
2. Check that you have been consistent, e.g. if you have mentioned something earlier in your article that needs explaining or following up, make sure it gets another mention.
3. If you have introduced something that readers will not be familiar with, make sure you have explained it adequately and not made assumptions.
4. Check thoroughly any factual information you have mentioned.
5. Check that proper names, dates, web addresses and phone numbers are correct.
6. Check items in your article are in context.
7. Always check quotes are correct and have been referenced
8. Please use the following format for your bibliography:
Surname, Initials. (date) *Title* Place of publishing: Publishers
e.g. Bartram, T. (1998) *Bartram's Encyclopaedia of Herbal Medicine* Dorset: Grace Publishers
9. Before sending your article run it through 'Spell Check'.

Finally, read your article and re-edit it several times before submitting it to make sure it reads clearly and smoothly, is factually correct, consistent and error free. Printing your article out to read it is advised as it does make a big difference compared with reading it on a screen. Additionally, read it aloud to yourself or to a friend/colleague. Only when you have done all this should you submit it for publishing.