

# Authors' Guidelines for ESSENCE Magazine

## Content

1. We are happy to receive any article linked to the world of essences – about their use, particular essence ranges, and all related holistic topics.
2. We'd love to hear about your experiences, and what you have learnt in your essence work – whether as a therapist, workshops you have been on, essence-making, different types of essences and so on. The aim is to educate and inspire!
3. We also will accept articles about any topics which may benefit an essence therapist, and may complement their work. However, articles directly about other complimentary therapies alone would not be appropriate. Please enquire if you are not sure, at [editorialteam@bfvea.com](mailto:editorialteam@bfvea.com)
4. The editorial team have the final say on what material should or shouldn't be included in the article. Certain words have to be avoided in connection with essences, such as medical terms, and we cannot state that essences help physical conditions or even 'heal'. Ask if you are unsure about anything in this regard.
5. Any essences described in the article that are sold to the public must meet the standards required for that country, e.g. UK essences producers/ranges mentioned must belong to the BAFEP.
6. The author continues to hold the rights to the content, but we would appreciate it if you would credit it with 'First published in the BFVEA magazine ESSENCE' if you publish it elsewhere.

## Format

1. Submissions need to be in Word document format so that it is ready for editing.
2. Please do not leave it in 'change tracking' mode.
3. An ideal length of article is around 1500 words, though it can be anything from 800 to 1800 words, depending on subject matter. This can be extended in certain circumstances, but if it is particularly long it is worth considering if it would work in multiple parts, spread over different issues of the magazine.
4. The editorial team will put it into the correct format regarding font, justification and so on that is needed for publishing.
5. However you will need to give it a title and ideally, if long enough, it should be divided into sections with sub-headings to make it easier to read.
6. A few lines of 'biography' are needed at the end, e.g. Mary Jones is a member of the BFVEA (BAFEP, etc), and works as a ... therapist. She can be contacted at ... (insert email, telephone or website).
7. References are also needed at the end of the article – a list of books mentioned, or any links/websites that are useful for people.

## Images

1. A close-up portrait photo is needed of the author for the start of the article.
2. Other images can be included, but generally no more than 2 or 3.
3. Please send images separately to the article as we can't extract them once there.
4. The images need to be of good quality.

5. We cannot guarantee to use all the images you give us, due to space considerations; we have to balance the needs of all the various articles. However, we will do our best to do justice to your article, and can make suggestions or supply photos for you if needed.
6. Please inform us if the images need to be ‘credited’, or if you would like them to have a particular caption.

### **The Editing Process**

1. Before sending it to us, please check to make sure that your factual information is accurate.
2. As well as formatting the article, the editor will also go through the text to check that it reads well and flows logically. Gentle changes will be made/suggested as necessary, in a sympathetic manner! Authors need to appreciate that a second pair of eyes can see more, and we work with the aim of presenting your material to best effect, and making it very easy for the readers to absorb it.
3. When edited it will be sent back to you for your approval, and we will offer suggestions on how it could be improved further if need be – sometimes extra information needs to be added or extra clarity is required. You can add or alter still at this stage, and we’ll pass it back a forth a few times to get it just right.

### **Which Issue?**

1. A copy date for submissions for each new magazine is given in the previous issue. However, if we already have enough material for that magazine, we will hold your article for the one after.
2. If you do not already receive the magazine regularly we will send you a complimentary copy.
3. We may wish to feature your article on the BFVEA website or Facebook page. Please let us know if you would not wish this.

Helen Ward Sept 2017