

TIPS FOR WRITING FOR *SCHOOL BUSINESS NOW*



START WITH A SUMMARY.

Submit a brief summary prior to submitting the full article. ASBO staff will follow up with you personally to discuss the proposed article in more depth.

WRITE FROM YOUR EXPERIENCE.

Choose a topic you feel comfortable talking about and about which you can share your/your district's challenges, successes, strategies, and lessons learned. Provide a little background on yourself or your district to set the stage if it's important to your article—for example, the size and/or demographics of your district.



MAKE IT PRACTICAL.

Our readers look to ASBO International publications for solutions and strategies they can adapt/adopt in their departments, schools, and districts. Provide tips, detailed strategies, and food for thought that can help guide them. Include photos and graphics to help illustrate your story.

WRITE INFORMALLY.

ASBO International publications are not scholarly publications. Write using a conversational tone—as though you are talking to a colleague. Avoid using jargon; keep it simple. Still, be sure to cite sources and include references when necessary—for example when quoting a passage from a book or sharing statistics from a research report.



BE CONCISE.

Although the writer guidelines for the publications provide a general word count, your focus should be less on the number of words and more on providing the essential information the readers want/need.

BE VENDOR-NEUTRAL.

We do not publish articles that focus on or promote a specific company, product, or service. When mentioning a product or service, use generic terms—for example, "our food services company" rather than National Food Group.



YOU DON'T NEED TO BE A PROFESSIONAL WRITER.

The editor will work with you throughout the publications process and is always available to answer questions and provide guidance.