

# SUBMISSION GUIDELINES

Thanks for your interest in writing for The Land Collective! These guidelines will help ensure that your work is the best it can be, and that the editorial process goes as smoothly as possible.



## Audience & Style

Most of our readers are not academics or senior property professionals. Thus, you need to think of our audience as a group of educated lay readers. If you're used to academic writing, you might not think you have much practice translating your ideas for lay readers, but you most likely do. Consider how you might explain a complex topic to your non-academic friends or family that are not involved in the property/built environment world directly: you'd need to most likely avoid jargon, define foundational terms and concepts, and keep their interest. Here are a few rules to go by when it comes to writing for a public audience.

- **The first punch.** Most people won't read beyond the first paragraph if there isn't a good, punchy hook. Put your main argument in the opening paragraph so readers are aware of where you're leading them. Additionally, add a clear subtitle.
- **Avoid long sentences.** Try to ensure that you're communicating one or two ideas per sentence only.
- **Avoid academic/business jargon.** If you use any words that an property professional or academic wouldn't know, you'll need to define your terms or rephrase. If a reader can't understand your writing, they will go and read something they can.
- **"You know nothing Jon Snow".** Introduce any complex concepts or topics before delving into details.
- **Being clear > being clever.** That amazingly abstract quote that made the last chapter of your dissertation glow is probably going to be lost on readers who aren't familiar.
- **Illustrate.** Our readers love concrete examples, quotations from primary sources and illustrative anecdotes, don't be afraid to use these in your work.
- **Cite, cite, cite.** (see Formatting section below) That said, don't use them as a shortcut for defining terms or discussing important events. Readers won't be inclined to follow links to educate themselves before they pop back to read the rest of your article - and you wouldn't really want them to anyway.

## **Formatting**

Articles that fail to conform to these guidelines will be sent back to the author for amendment, so to save our editorial team some time, please follow guidance below.

**Length:** Your article should be between 700 and 2,000 words. If you have a longer piece you're considering submitting, you might review it to see whether you're really looking at two separate articles. Referencing: Please reference your work using hyperlinks to relevant information.

**Images:** As you can see from our homepage, our site relies heavily on visuals, consider this and please provide at least one cover image for your article (with credits if possible) along with others that you'd like in your article.

**Author Bio:** For your author bio, please include a short description of yourself along with links to social media profiles you'd like to promote. Please note, that due to Wordpress as our platform, your image will only appear if you have a Gravatar profile which can be created very quickly [here](#).

## **Author Rights & Copyright**

By default, you retain full copyright on anything you write for The Land Collective. If you want something changed, or if you want your work taken down for any reason, that is your right - no questions asked. Please contact the relevant editor via the contact page for any of these changes to take place.

Thanks again for your interest in writing for The Land Collective!