

# Author Guidelines

## Who We Are

NATP is the largest association dedicated to equipping tax professionals with the resources, connections and education they need to provide the highest level of service to their clients. NATP is comprised of over 23,000 leading tax professionals who believe in a superior standard of ethics and exemplify professional excellence. Members rely on NATP to deliver professional connections, content expertise and advocacy that provides them with the support they need to best serve their clients. The organization welcomes all tax professionals in their quest to continually meet the needs of the public, no matter where they are in their careers.

## Mission Statement

Our mission is to support tax professionals with the knowledge, training and resources necessary for their professional success and to protect the integrity and future of the profession.

## Reader Profile

The *TAXPRO Journal* and the *TAXPRO Monthly* are published by NATP and are written specifically for association members. Members represent the tax profession in the following areas:

Individual	58%
Enrolled Agents	27%
CPAs	13%
Attorneys	1%
Financial Planners	4%

## Editorial Concept

The intent of both publications is to inform members of current trends and developments within the tax preparation profession. Since their levels of expertise range from relatively inexperienced to highly adept, our goal is to publish a wide variety of articles that focus on practical situations and applications, and yet provide a broad level of appeal.

These professionals have no interest in academic studies, research reports, theoretical discussions or highly technical material. They do, however, appreciate articles that point out the opportunities and/or set-backs in the areas being discussed.

Such articles might include “how-to” approaches on tax preparation, practice management, assisting clients, increasing their bottom-line, applying the tax code, diversifying a tax practice, increasing tax knowledge, marketing a business, or negotiating with the IRS.

We encourage writers to submit material that focuses on approaches to the treatment of unusual tax problems, or service-oriented articles that offer hands-on advice to our readers. These are most useful when based on the author’s own experience.

### Choosing a Subject Matter

When choosing a subject, keep in mind that you should only write about the topics you know best. Members are interested in reading more on the following:

IRAs	Bankruptcy & Insolvency	DPAD
Tax Liabilities	Statute of Limitations	Interim Reporting
Practice Management	Tax Law Application	Insurance & Small Business
Estate and Financial Planning	Offers in Compromise	Common Law Marriage
Auditing Issues	IRS Penalties	Corporations
Due Diligence	Passive Activities	Collections
Pending Legislation	Client Representation	Partnerships
Professional Development	Amending Returns	Leases and Leasing
Small Business Practices	Extensions	Retirement Planning
Pension Plans	Gambling	Depreciation
Casualty and Theft Losses	Increasing Clientele	Installment Agreements
Military Tax Issues	Training Employees	Americans Living Abroad
Consulting	Cafeteria Plans	Special Occupations
Tax Credits	Negotiating with the IRS	Successful Court Cases
Professional Ethics	Divorce Issues	Independent Contractors
Diversifying a Practice	Social Security Benefits	Basis
Mergers & Acquisitions	Office in Home	Rental Real estate

### Getting Started

Proper organization is the most important key to writing a good article. By organizing your material and preparing an effective outline, you will eliminate some of the frustration usually involved in starting a new project. You’ll also be able to pinpoint the areas that may need researching to better support your ideas.

Once you have an outline on paper, you can begin your rough draft. It's not necessary to start with the introduction. Instead, begin with the easiest topic on your outline. Write down everything you know about the subject and then proceed to the next. Don't be too concerned about style, punctuation, and grammar for now. You can apply these later.

Once you have covered each topic on your outline, develop the first draft. Work on proper sentence structure, grammar, and style. Use the following three principles to help you in writing your first draft: (1) Use short words, sentences, and paragraphs. Avoid pretentious words, complicated terms, and technical jargon. (2) Write the way you talk, using the active voice. Instead of writing, "The new tax act was signed by the president last December," write "Last December, the president signed the new tax act." (3) Use strong nouns, verbs, and phrases.

Next, go back and write the introduction. The opening paragraph should indicate exactly what the article is about and how an individual can benefit from reading it. Include any vital background information that pertains to your main theme. The final paragraph should mirror or summarize this at the conclusion of the article.

Edit your manuscript a few days later. Define any weak areas and eliminate any irrelevant material. Cross out all the words that are not necessary. By doing so, you will make your article more concise and easier to read.

Here are some additional tips for more effective writing: (1) Avoid citations and footnotes. (2) Avoid lengthy discussions about the topic's background. (3) Write "punchy" lead paragraphs that will grab the reader's attention. (4) Never assume the reader knows as much as you do. Explain complicated items in finer detail. (5) Write a conclusion that sums up your major points and explains why the article should be of interest to the reader. (6) Submit sidebars that contain resources, references, or tips that relate to the topic.

## Manuscript Requirements

Although there are no length requirements, most feature articles in the *TAXPRO Journal* run between 1,500–2,500 words. We'll consider publishing longer articles in two parts. *TAXPRO Monthly* articles run between 500–1,000 words. Include a brief bio (approximately 100 words). Keep in mind that these are only guidelines. Write what you feel is necessary to efficiently cover the topic. When you have completed your manuscript, please e-mail it to [vcindyvb@natptax.com](mailto:vcindyvb@natptax.com) as a Microsoft Word attachment. Contact us if there is a problem with this, as other formats are acceptable.

## Editorial Board Review Process

If you would like to submit an article at any time for review or consideration, we encourage you to do so.

Upon receipt of your article, it will be submitted for review to the members of our Editorial Board. The editorial board members, who themselves are tax professionals, will evaluate your article on several dimensions including but not limited to: (1) originality and timeliness of topic; (2) technical soundness and readability; and (3) practicality and applicability.

If, after reviewing your article, the Editorial Board believes your article is publishable without major revision, the Editorial Board will authorize the editor to proceed with making editing changes necessary for preparing the article for publication. After the article is prepared for publication, you will receive an email from the editor that will provide you with page proofs of your article. You will be allowed one week to review the page proofs and notify the editor of any additional changes you have that you believe are essential. The Editorial Board will review your recommendations. If they agree with your changes, your article will then be ready for publication.

However, if, after reviewing your article the Editorial Board believes your article is publishable if certain revisions are made, the Editorial Board will authorize the editor to contact you by email delineating the suggested revisions and asking you to consider revising and resubmitting the article. Once the resubmission is received, the revisions you have made will be reviewed by the Editorial Board and if acceptable, the Editorial Board will at that time authorize the editor to proceed with preparing the article for publication as described above. Once the article has been finalized for publication the article will then be assigned an anticipated date of publication.

Manuscripts are accepted on a gratis basis. In appreciation, we'll send you five complimentary copies of the issue in which your article appears. In turn, being published will provide name recognition for you.

If you have questions regarding your manuscript or our Editorial Board review process or our editorial policies, please contact Cindy Van Beckum at 800.558.3402, extension 1119 or at [vcindyvb@natptax.com](mailto:vcindyvb@natptax.com). Again, thank you for your interest in writing for NATP's award-winning professional tax publications. We hope this will be an enjoyable and rewarding experience for you.