

Author Guidelines

Who We Are

The National Association of Tax Professionals (NATP) is the largest nonprofit organization that serves individuals specializing in tax preparation by providing tax education, federal tax research, tax updates, and tax office supplies. NATP members work at offices that assist over 12 million people worldwide with U.S. tax preparation and planning. The average NATP member has been in the tax business for over 20 years and holds a tax/financial designation and/or a college degree. Formed in 1979, NATP's member base includes enrolled agents, certified public accountants, accountants, attorneys, and financial planners. The national headquarters, located in Appleton, WI, employs over 55 professionals. Learn more at www.natptax.com.

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. Roughly 21,000 professionals currently belong to NATP. 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.



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Such articles might include “how-to” approaches on 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:

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|-------------------------------|--------------------------|------------------------------|
| Roth IRAs | Bankruptcy & Insolvency | EA Requirements |
| Tax Liabilities | Stress Management | Interim Reporting |
| Practice Management | Tax Law Application | Insurance & Small Business |
| Estate and Financial Planning | Offers in Compromise | Registered Domestic Partners |
| Auditing Issues | Budgeting | Corporations |
| Computers/Technology | Passive Activities | Collections |
| Pending Legislation | Client Representation | Partnerships |
| Professional Development | Amending Returns | Leases and Leasing |
| Small Business Practices | Extensions | Leadership |
| Pension Plans | Research Gathering | Volunteer Experiences |
| Government | Increasing Clientele | Installment Agreements |
| Marketing | Training Employees | Annual Filing Season Program |
| Consulting | Cafeteria Plans | Preparing for Tax Season |
| Tax Credits | Negotiating with the IRS | Successful Court Cases |
| Professional Ethics | Divorce Issues | Case Studies |
| Diversifying a Practice | Social Security Benefits | Tips of the Trade |
| Mergers & Acquisitions | Office in Home | SE Health Insurance |



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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.



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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 biographical sketch (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 as a Microsoft Word attachment. Contact us if there is a problem with this, as other formats are acceptable.

Editorial and Review Process

We assign deadlines to articles based on their anticipated date of publication. Normally, you will have six weeks to research your topic and write your manuscript. If you would like to submit an article at any time for review or consideration, we encourage you to do so. We will contact you if we decide to use your article for one of our publications or on our website. Some of the things we look for when considering an article for publication include: (1) originality and timeliness of topic; (2) technical soundness and readability; and (3) practicality and applicability.

We will carefully review your manuscript to determine whether it contains all of these elements. If it does not, yet we feel your article would be a worthy contribution to our publication, we will make every effort to assist you in revising it.

After the editing and review process, we will e-mail you a copy of your formatted article as it will appear in print. You'll have one week to review it and notify us of any essential changes.

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. Occasionally, we'll allow brief advertising for your business in the biography, as well.

If you have questions regarding your manuscript or our editorial policy, please contact Cindy Van Beckum at 800.558.3402, extension 1119 or at 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.

