

homeopathy *TODAY*

www.HomeopathyCenter.org
Your Guide to Health through Homeopathy

AUTHOR HANDBOOK 2021-2022

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National Center for Homeopathy | PO Box 1856 Clarksburg, MD 20871-1856 | info@homeopathycenter.org

Homeopathy Today Author Handbook

Homeopathy Today (HT) is the National Center for Homeopathy's (NCH) most popular member resource. Consumers, practitioners, teachers, students, and organizations read the quarterly publication to collect natural health tips, view homeopathy cases, and find ideas for home or professional homeopathy use. The print and digital magazines help readers feel more connected to others who share a passion for homeopathy.

Are you interested in submitting to *HT*? The *HT* editing team invites you to make a difference and inspire others by sharing your homeopathy experiences. Stories about healing, feature articles focused on specific ailments or themes, book reviews, research findings, interviews, and more tell homeopathy's story in a rich and relatable manner. Have fun, be creative, and please respect the author guidelines in the following sections:

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Getting Started as a *Homeopathy Today* Author

First, please review the *Homeopathy Today Author Handbook*. This comprehensive guide includes information about how to write about your homeopathy cases and success stories. The guide also includes style elements to help you share your homeopathy experiences.

After you review the *Handbook*, please complete the short online Author Ideas form at <https://bit.ly/AuthorIdeas> and share your rough draft article ideas. The *HT* editing team reviews the form and provides feedback about your ideas, giving you a chance to ask questions before you invest time in your article.

When you are ready to submit an article, please email it in a Word document to info@homeopathycenter.org with a subject line of *Attention: Homeopathy Today*. Please include a short bio about yourself—a few sentences/70 words or less—and a color photo of yourself to be featured as a small headshot with your bio. High quality digital photos are preferred. **Also, please sign and send the *Homeopathy Today* Author Agreement form with your article submission.** The form is located on page 12 of this Handbook.

The *HT* editing team reviews the article and lets you know when the article might be published based on topic timing and magazine space. For example, an article about allergies may be held until a future Spring issue to better align with the season. Or an article might be saved until there is space in a future issue to better showcase the topic. Publication timing is at the discretion of the *HT* editing team.

During the editing process, the editors will ask for your help in filling reader gaps in your article. If you mention a lifestyle modification such as deep breathing, for example, it is helpful for readers to know general information about deep breathing or a resource they might tap. Or, as mentioned earlier, readers really benefit from hearing the reasons behind actions you took in the story. Connect the dots for readers so they can see how amazing homeopathy is!

Once the editing process is complete, you, the author, reviews the final version and gives approval to publish, whenever that happens.

The National Center for Homeopathy reserves the right to accept, decline, edit, and abridge all submissions for publication in *Homeopathy Today*.

Homeopathy Today Style Guide

The *HT* editing team is ready to help you develop an engaging and informative homeopathy article package. The editors check for spelling, grammar, and many other details. You help the process by including the following style elements in your article as needed:

Topics

With continued FDA scrutiny, NCH adheres to guidelines established by the homeopathy community's Unified Media and Communications Plan (Plan), which is designed to advance and defend homeopathy in the media. *HT* does not include articles about vaccines, nosodes, epidemics, pandemics, and Covid. Instead, please focus articles on your successful case stories and clear examples of how homeopathy helps.

Person and Voice

HT serves a broad audience—from newcomers to experienced homeopathic professionals. Please write in a clear, friendly style so that everyone can understand. Use first-person, active (not passive) voice.

- Active: I reviewed all of the client's health records.
- Passive: The client's health records were all reviewed by me.

Plain Language

HT has joined the Plain Language movement, a widely adopted communications approach that helps readers find, understand, and use information. Plain Language removes barriers and encourages action, but it does not “dumb down.” Plain Language assumes that your readers are intelligent, but that they know nothing about the subject. Plain Language simplifies the author's job by promoting the following three practices:

- **Use descriptive and familiar words.** Avoid homeopathic jargon (e.g., “the person who needs Sepia feels cold” and not “Sepia feels cold”) Also, avoid technical terms unless you define the term or provide a relatable example.
 - The client presented with hypertension and insomnia.
 - **Plain Language:** John had high blood pressure, and he had trouble falling asleep. (*Here, more familiar language defines hypertension and describes the sleep issue. Also, readers better relate to personalized stories.*)
- **Be precise and easy to understand.** Avoid vague, abstract, or complicated statements that require readers to search other sources for clarification.
 - The client also suffered from a variety of concomitant illnesses.
 - **Plain Language:** Mary also had earache, stomach pain, and dry eyes. (*Here, the statement precisely lists Mary's other ailments using familiar words.*)
- **Create a clear path through the article.** Can your reader follow the story from

ailment to remedy choice? Help readers understand the story by filling gaps and giving reasons for what you did.

- The client took the remedy on Monday, and, after a worsening of symptoms, she felt better by Thursday.
- **Plain Language:** Alex took Phosphorous on Monday. On Tuesday, the fever broke, she felt more energetic, but she was still coughing during the night. Because the fever broke and she was starting to feel better, I chose to wait and not give another dose of the remedy. On Wednesday night, however, I gave another dose of the remedy because the cough was worse. By Thursday afternoon, Alex only coughed occasionally, the fever was gone, and she was almost back to normal. *(Here, the author provides more detail, gives reasons for their actions, and makes a clear case for how homeopathy helped.)*

Engaging the Reader

When authors write for a consumer audience, they compete for reader attention with social and traditional media, other publications, and personal interactions. However, your story can capture the spotlight when your readers “find themselves” in the story. When readers relate to a story, they view the narrative through their eyes and experience information from their own perspective. This ultimately leads readers into taking a next step as described in the following examples:

- **Attract attention.** Introduce the main character or state the point of your story right away.
 - Begin with a meaningful statement that nearly sums up the story: **Patricia, age 45, just finished her first half-marathon, a goal she could never achieve before finding homeopathy.**
 - Immediately follow with another attention-getting sentence: **In this story, I discuss the homeopathic remedy that helped Patricia overcome debilitating joint pain, reclaim her active life, and cross the finish line.** *(Here, the author makes a promise to readers to reveal the remedy that helped Patricia.)*
- **Engage attention.** Make the story relevant to readers to help them understand how the story relates to their life, which can include those they care about. You might accomplish this by relating to:
 - **Condition:** who is affected, how many, how are they affected (e.g., health statistics and facts)
 - **Current times:** social trends or media stories (e.g., recent event or news story)
 - **Seasonal influences:** weather, time of year, seasonal ailments (e.g., bug bites in summer)
 - **Community dynamics:** homelife, work life, family, friends (e.g., group exercise, family gatherings)

- **Specific “groups” of people:** based on activity or stage (e.g., active seniors, stressed students)

Chronic joint pain affects nearly twice as many U.S. women as men, and it can start as early as age 30. Painful knees, hips, and ankles interfere with exercise and family activities, and cold weather and busy holidays compound the problem. (*Here, health stats, seasonal influences, and community dynamics were used to help readers relate.*)

- **Hold attention.** Stick to the story and involve the reader.

Patricia shared ... I focused on these main symptoms ... and found four possible remedies ... I recommended Remedy 1 because ... (*Here, the shortened example shows how the author shares the process with the reader.*)

- Background information outside of the story’s narrative, such as homeopathic philosophy, expanded disease/condition information and other relevant data, can also be tied back to the story: **Fifty percent of women with chronic joint pain like Patricia’s also experience stomach upset and weak digestion.**
- When you give reasons for what you did, you involve the reader in the process. To avoid information overload, share your reasoning with readers throughout the story.

Formatting

Please do not use any special formatting and use a single space between sentences.

Remedies

Italicize remedy names and capitalize the first letter of the first word only (*Nux vomica*, not *Nux Vomica*).

Some two-word remedy names are more commonly known by only the first word such as *Arnica* (instead of *Arnica montana*) or *Lycopodium* (instead of *Lycopodium clavatum*). In this instance, please use the remedy name you prefer.

Other two-word remedy names are always called by both names, perhaps to distinguish them from other similarly named remedies (e.g., *Natrum muriaticum*, *Natrum carbonicum*).

Please refer to the “Homeo-Speak” column on page five of all *Homeopathy Today* issues for information about other homeopathy terms.

Repertorization

If you would like to submit an image of a repertorization chart with your article, please follow these steps *before* taking a screen shot to ensure the image is clear.

RadarOpus – Repeatedly click the Zoom-In icon to “grow” the chart.

MacRepertory – On either the clipboard or the graph, click Edit/Rubric Size to enlarge rubrics or Edit/Remedy Size to enlarge remedy names. Select a font from the menu.

Referenceworks – In the top menu, click Edit/Size to enlarge the chart.

Cases and Success Stories

Case or success story articles are generally 1500 words or less, but longer articles will be considered. Most case articles focus on one case or a series of related cases. Please write your experience as a *story*, not as an outline. Clear-cut cases with successful outcomes easily credited to homeopathy are best, whether first-aid, acute, or chronic. Please obtain permission from your client to write about their case. Details should be changed so that the person is not identifiable. Even with permission, do not use the person's real name.

Introduce the client or person being treated

- Describe the person in as much detail as is appropriate. Share your impressions from the first contact or office visit.
- Include gender, age, demeanor, style of dress, and other characteristics.
- Convey the way the person shares symptoms.
- Note your observations about the person. For example, do they seem angry, shy, or sad?

Describe the issue

- Tell about the condition the person wants to have resolved.
- What are the person's symptoms?
- Share information about the condition such as the number of new cases in a year, who is affected, conventional treatment and the results, including downsides.
- Describe what you think is most important in the case.
- Mention diagnoses, lab work, conventional medications, previous homeopathic remedies or other natural therapies, and other client conditions and concerns.

Find the remedy

- List and describe the symptoms you used to find the remedy.
- Describe how you selected the remedy you recommended. Mention which other remedies you considered before making your decision. Give your reasoning and cite repertory and/or materia medica to reinforce your choice. A remedy recommendation that is obvious to you may not be obvious to the reader.
- What potency did you choose and how often did you suggest the remedy be taken? Give your reasoning for the recommendations.
- If you offered additional complementary care advice, please describe it. Examples might include nutritional supplements, dietary recommendations, or relaxation techniques.

(If you include a repertorization chart, please see the “HT Style Guide” for how to format it.)

Follow up

- How long after the first visit was the first follow-up visit?
- How much improvement took place?
- Which symptoms improved?
- Did you change the remedy or potency after the follow-up visit and, if so, why?
- How long did the improvement last?
- What is the person's current condition?
- Do you have any evidence that the problem resolved more quickly/thoroughly than might have been expected if homeopathic treatment had not been used? If so, please highlight this. This may require a bit of research into the natural history of the client's condition, such as how long it usually lasts without treatment or the expected results with conventional treatment.

Conclusion

What observations or generalizations did you have about the case? For example, why did you think the case was interesting? What principle did the case demonstrate? What can others learn from the case?

Feature Articles

Homeopathy Today feature articles have an ideal length of 2500 to 3000 words. They focus on treatment of a complex condition such as sinusitis, shingles, infertility, or mental health and behavioral issues. Alternatively, they might focus on a topic such as homeopathy for travel, for seniors, or for sports enthusiasts.

Each feature ideally has several cases that illustrate the theme. As the author, you are an expert on the topic, and the cases you select should illustrate your expertise and the success of homeopathy in addressing the condition or subject. Review the features articles in any recent issue of *Homeopathy Today* to view examples.

Opening

Open your article by attracting reader attention with a personal story, a quote, a short case, a surprising fact, or a news item.

Topic overview

- Define/describe the issue or disease.
- List and explain common symptoms.
- Tell how many are affected by the issue.
- Mention who is most affected.
- Describe typical conventional treatment.

Cases

Include two or more cases to illustrate homeopathy's effect on the condition. For more information about how to write about a case, see "Cases and Success Stories."

Conclusion

Explain why you think this topic is important. You might mention the need for more research or more public awareness of the subject.

Formatting

- Add subheadings to guide the reader through the article.
- Include sidebar content that may provide background information or expertise.
- See "*HT Style Guide*" for information about repertorization charts.
- If you cite a source such as a book, study, or statistic, please include the reference as a footnote or citation.

Book Reviews

The Ideal book review is 725 words or less. For a long or complex book, a review may reach a maximum of 1450 words.

Guidelines

- Include a short description/overview of the book and its format.
- Highlight the book's strengths.
- Mention the book's weaknesses.
- Compare the book with similar books in its field (i.e., what makes it unique?).
- Describe the book's targeted audience.
- Provide additional thoughts—whether the book is a good value; whether you would recommend it and to whom; what the quality of the book is like, etc.
- Reveal all potential personal biases or conflicts of interest (e.g., if you are the author's relative, close friend, business partner, or competitor, etc., please disclose).
- In light of current times, please choose a book that does not address topics such as nosodes, vaccines, and epidemics.

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[Signature page follows.]

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PO Box 1856
Clarksburg, MD 20871-1856
info@homeopathycenter.org

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