



Write for AAOE: Guidelines for Authors

Preferred Writing Style

- Active voice
- Direct, declarative statements

Preferred Format

- Content length:
 - Tips and Q&As = approximately 300-500 words.
 - Single in-depth article = approximately 1200 words.
 - For content that requires more than 1200 words, AAOE will explore a series of articles with the author.
- Articles should be submitted in editable Microsoft Word format, with the language set to American English.
- Readers tend to prefer:
 - Formats such as a Q&A format or bulleted lists.
 - Short, focused pieces designed to get them up to speed quickly on a topic. (For example, “the top five strategies,” the “best resources for...,” or the “most essential things you should know about...”)
 - Strategies or tips they can immediately use in their practice.
 - Real-life examples of how the concepts you are writing about have been successfully implemented in ophthalmic practice. Include data that supports the validity of your article’s point of view. Support data can include direct quotes from individuals or practices.
 - Compelling case studies or before and after scenarios that directly translate to their practice experience and illustrate the case you are making in your article.
 - Suggested links and other resources for readers to learn more on your topic.

Author Bio/Conflict of Interest

- A brief author bio and headshot should be included with your submission.
- The author bio should not include excessive or promotional language in the description of the company.
- The author bio may include contact information (email, LinkedIn, etc.).
- Articles should not promote, either directly or indirectly, a company or product or service.

Editing

- The typical review—from receipt of the article to decision—generally takes from 3 to 5 weeks, although this timeframe can vary.
- All accepted articles and accompanying bios will be edited for style, clarity, spelling/grammar, and accuracy.
- The author is responsible for all statements in his or her work.
- A final proof will be sent to author prior to publication.

Links to Webpages

- Links should be for informational purposes and not to paid products or endorsements.

How to Send Your Article

- Send your email and attached Word document to Licia Wells at lwells@aaao.org.
- Include complete contact information (name, affiliation, street address, telephone and fax numbers, and e-mail address)