# Perspectives series template

## Author:

*Add full name(s)*

## Affiliation:

*Add any affiliation(s)*

## Title:

*Add preferred title of Perspective piece. Make the title concise and engaging; avoid jargon or technical language.*

## Short pitch to hook the reader:

*Add summary of main text, 1-2 sentences (max 50 words).*

## Perspective piece (body text):

*Aim for 500-800 words in total (excluding bio).*

*Include an introduction, main body (3-4 paragraphs) and conclusion.*

## Bio:

*Provide a short bio (max. 100 words), photograph (optional) and contact details if relevant (add details if intended for publication on website only).*

**--END--**

### Writing tips for Wild Atlantic Nature Perspectives:

* Write about what you know. The perspective piece is unique to you so embrace your personal voice.
* Write from your own voice and experience (e.g. I have found…). Avoid passive voice (e.g. it is said…)
* Avoid overly long sentences or paragraphs.
* Write for a general audience. Avoid jargon or too technical language.
* Try to develop a personal connection with the reader. Use evocative or vivid language to capture people’s attention and their imagination. Ask yourself why should the reader care about the topic?
* Consider using direct quotes to bring ‘life’ to the piece. Provide accompanying photographs to the text, where possible.
* Try to keep (academic) references to a minimum. Preferably use hyperlinks in the body text to direct the reader to further material or sources of data. To ensure accessibility, try to link to non-restricted sites (i.e. without a paywall) where possible. Avoid footnotes.