

Thank you for your interest in writing for the Art of Manliness. Before you start writing, we want to make sure we're on the same page. Over the years, AoM has developed a distinct brand; readers have come to expect certain themes and a certain style in articles from AoM. If we don't think your article meets the standards that our readers expect, we won't publish it.

The Art of Manliness Mission

The Art of Manliness is a blog dedicated to uncovering the lost art of being a man. It features articles on helping men be better husbands, better fathers, and better men. In our search to uncover the lost art of manliness, we look to the past to find examples of manliness in action. We analyze the lives of great men who knew what it meant to “man up” and hopefully learn from them. Every week we seek to uncover the essential skills and knowledge today's man needs to know.

Many men today are shirking responsibility and struggling to grow up. They have lost the confidence, focus, skills, and virtues that men of the past embodied. In short, they are a little lost. The feminism movement did some great things, but it also made men confused about their role and no longer proud of the virtues of manliness. This, coupled with the fact that many men were raised without the influence of a good father, has left a generation adrift as to what it means to be an honorable, well-rounded man.

The Art of Manliness Audience

90% of AoM readers are men. As such, posts must be written for a male audience. When you write an article, write it for a MAN. Take into account the problems and needs that are unique to men. AoM readers also tend to be a conservative bunch. They're looking for a return to traditional masculine qualities. Touchy-feely/I love dolphins and rainbows/shoot for the stars kinds of posts won't cut it with them. They're looking for practical stuff they can do to become better men now. Many readers are active in religion, however, please don't write articles that are churchy or overtly religious. AoM is for men of any creed and stripe.

The Art of Manliness Style

We've worked extremely hard in developing a distinct Art of Manliness style. Thus, we have to ensure that submissions from other authors are in line with it. To assist you in ensuring your article will fit well on the site, and to increase your chances of having it published, we provide the following guidelines. Obviously, not all of the guidelines need to be used in every post; they are meant to give general direction:

- **Find a way your topic relates back to traditional manliness.** Remember, the Art of Manliness is all about rediscovering the lost art of being a man. How does your topic help revive this art? However, don't force this if you don't see any connection between your subject and traditional manliness.

- **Explain why.** In the introduction, try to tell the reader why an Art of Manliness man should care about this topic. Is it a cool tradition, something that will improve his life, something that will help him become a better man, something that's just fun? Why should the reader care about your topic?
- **Look to the past for inspiration.** We often begin a post by exploring the history of the topic. If there's some great man in history who exemplified your topic, begin with a short section about that. For example, if you're writing about how napping can improve your manly vigor, begin with a short section about some great men from history who took naps. If you're writing about improvising in the workplace, start off by talking about the 101 Airborne Division's improvisation during the D-Day Invasion and how men can take lessons from them to the workplace. Again, don't force it if there isn't a natural connection to the past.
- **Use humor.** While we take our mission of helping men be better men seriously, we have fun while doing it. We try to inject a bit of humor into our posts. Do the same.
- **Don't be preachy.** Don't use an article as a chance to get on your soapbox and preach. Men don't like being preached to. Observe an area that you see men today lacking in and offer suggestions on how they can improve. Don't use SHOULD or MUST or language like "Real Men Do_____." This turns people off.
- **Don't get churchy.** While we focus on traditional values, we try to keep the site as religiously neutral as we can.
- **Actually read AoM.** The best way to get a feel for our style and what we're looking for in guest submissions is to actually READ AoM. You'd be surprised how many submissions we get from people who've never read our blog. Don't be that guy.
- **Most importantly, write in a "bloggy" style and format.** We don't want one long, unbroken essay. Most people scan when they read blogs, so basically we want to make an article as scannable as possible. Create a clear introduction that sets up the post. Use headings to break posts into sections. Use numbered points or bullet points when you think it will help.

Requirements of Posting on the Site

Here are some other requirements that need to be followed. Most of these are self-explanatory and very obvious.

- You must write ALL of the content as opposed to saying, "Jim wrote a cool article, click here to read it." You can, however, reference pertinent sites in your post as long as you link to them.
- Please do not use any affiliate links or refer to any spam sites.
- The article you submit cannot be published on other sites, including your own.

Post Length Requirements

AoM prides itself on its comprehensive posts. To that end we're looking for posts that are 800-2,500 words long.

Sources

One of the things that sets the Art of Manliness apart from other blogs is the amount of research we put into each post. We approach the site like an actual magazine article or a short essay. We don't just surf the web looking for someone who has already written about the subject and then rehash that person's post into our own words. We'll go to the library and crack open actual books. We recommend you do the same. We don't have a problem with internet sources, but don't use just one source. Find multiple sources and take the best from all of them.

We also encourage you to ask experts in the field you're writing about. It gives the article more persuasive power if you can cite an expert. Plus it adds variety to the content that's already out there. If you're writing about car repairs, don't just find a website that has already posted about that topic, call your mechanic and get his take on the subject.

Editing

We'll run through every post to look for simple typos and grammar mistakes. But we expect the article you submit to us to be a polished FINAL copy that's ready to publish. If your article doesn't meet our standards either in writing style, organization, or content, we will not publish it.

We will not offer feedback or a chance to revise the article; we will simply tell you that we'll pass on publishing it.

Images

We typically use cool vintage pics to illustrate our articles. We will provide the images. However, if you have a "how-to" article with step-by-step instructions that you'd like to provide pics for, you're welcomed, and encouraged, to do so.

Byline

If you wish to do so, you may include a 1-3 sentence byline at the end of your article. You can use it to link your own website if you desire. Here is an example:

Jason Fitzgerald is a 2:39 marathoner and USA Track & Field certified coach. Get the latest training tips at [Strength Running](#) – or sign up for a free [email series](#) on injury prevention and running performance.

Publication

Please remember that submission is not a guarantee of publication. If for any reason your writing, style, or content are not in keeping with the standards of AoM, your article will not be published.