

FEE Education Entrepreneurship Lab

Writing Guide - 2025

We are so excited to open up our Lab to new writers this fall! We hope that this opportunity will help uplift liberty-oriented emerging voices in education reform and education entrepreneurship.

If that sounds like you, check out our writing guidelines below!

Writing Goals and Values

- Providing liberty-oriented education leadership insights and free market focused stories and strategies to our readers
- Providing content that speaks to both parents and educators, highlighting the importance of finding or building an out-of-system learning environment
- Encouraging the growth of the pluralistic free market in education
- Showcasing the stories of education entrepreneurs creating amazing models and solutions across the country

Voice and Tone

The Education Entrepreneurship Lab focuses deeply on short, concise, and inspirational stories from founders, students, and parents experiencing unconventional education first-hand. We prioritize articles that emphasize the importance of entrepreneurship, innovation, and personalized educational opportunities, typically written in first-person. The article should reflect a personable tone that includes stories, journeys, and challenges overcome. The most similar style of voice would be found on websites like entrepreneur.com or a professional blog. The article should speak from experience, and use data and stories to add depth to the story when needed.

Example Article #1 - Speaking to Parents

<https://edentrepreneur.org/articles/single-parent-homeschooling-is-possible>

Example Article #2 - Speaking to Entrepreneurs and Leaders

<https://edentrepreneur.org/articles/growing-pains-and-ambiguity-tolerance/>

Article Elements

- **Introduction**
 - Who you are
 - What you do
 - How you got started and/or a relevant short story from experience
 - or piece of data that showcases your concept
- **Main Story**
 - The “meat” of the article is your experiences, challenges, and achievements and/or a story about something that defined your journey as an edupreneur. For example, writing about a student whose life changed as a result of your microschool.
- **Conclusion**
 - Useful takeaway tips and strategies based on lived experience
 - Summary of discussed topics
 - Actionable and/or inspiring ending

Grammar and Mechanics

Articles should be clear, clean, and reviewed for brevity. New words or unfamiliar terminology should be defined clearly in the text, and any references to outside sources should be directly hyperlinked. The headline or title of the article should be short enough to fit on one line of text, clear, and bolded. It is preferential the font size be 12 pt, and the author’s name, bio, and any photos be uploaded to the document and sent via email. Ideally, the article should not be more than 750 words.

Generative AI Guidelines

We highly discourage the use of AI for photo generation or headline generation. FEE has strict standards about the usage of AI, especially ChatGPT, in writing or drafting articles, and it is not permitted **under any circumstance** to generate, **in full or in-part**, text to be pitched for publication. If you have used ChatGPT or generative AI to craft or edit any part of an article you have pitched, we unfortunately cannot accept it.

Photos Guidelines

Any photo provided to go along with publication must be assigned a caption. You as the author must have full permission to use these photos and provide credit when required. When photos include minors, you are responsible for

securing the signed releases from parents to publish the photo. We highly recommend providing pictures of learning spaces, events, and a headshot of the founder, depending on the context of the article itself.

Next Steps:

Excited to share your story with us? Cool! We can't wait to hear from you.

Send article pitches to nisraul@fee.org. The pitch should include your name, email, and 50-100 words summarizing your intended article. If you have a completed article you are pitching, please send via a **Google Doc** with the same info as above. As with any publication, there is no guarantee that your article or pitch will be accepted. We also cannot guarantee compensation for any article selected for publication. You should typically hear back from us if we are interested in publishing your article within one week from the submission date.