

MAGAZINE ARTICLES

I was just looking at a list of articles written for EQUUS magazine in the past few years and want to cite a few that you (yes, you) could easily have written. Some articles in EQUUS are by vets and other med folk, but there are plenty that are mighty interesting and not medical cases. Here are a few.

Your Aging Horse: Winter Care

Your Aging Horse: Trailering, Respiratory Health, Feeding, Turnout Strategies, Old horse who can't get up.

(someone got a contract for a LOT of aging horse stories. Great idea!)

Bedding tips

Does paper make safe bedding?

Source of persistent head shaking

Understanding the Horse's Point of View

Why wind can make horses act nutty

How a horse bends

What scars can tell you (ooh, ooh!)

Stabilizing the gaits

Raising the base of the neck

Preventing fence-related injuries

Beach riding

Ten Ways to Get Your Pasture Ready for Spring

When to replace a halter

Things to look for when cleaning your horse's stall

Evicting unwanted pests in winter

Protecting your horse from the sun

50 Ways to reduce, reuse and recycle on the farm

(you could sell that article to any horse magazine)

Take a look at these titles and see if you can tell why they're good. Would these titles make you want to read them? Titles that have numbers do very well because they are attention grabbers and often make it onto the cover even. Could you write a "Seven Ways to Muck a Stall" article?

While your articles can be about Equine Natural Movement, don't get stuck thinking those are all you can write about. If you've spent ten years mucking a stall, you probably know a few things about it, right?

Joseph wrote an article for a magazine called "How to Choose the Right Barn." It was based on his experience visiting different barns and seeing that some barns had all happy horses while other barns were full of stressed horses. He started asking himself why that would be so and came up with a string of reasons, which turned into an article. Each time you're published anywhere, you build your credibility as an expert.

Joseph's barn article wasn't about his work but he did explain in the article why he was an expert barn visitor and what he based his knowledge on which made his "horse expert" status expand further. He was true to who he is, too, which is always important.

How are you doing on your article? If I haven't received it yet, please do send over what you've got so I can look through it.

warmly,
Jacqueline