



# Alfred Music Blog Tips, Guidelines & Terms

## What's the goal?

To provide teaching solutions that add value to the music education community.

## Who's the audience?

Music educators.

## What's my topic?

When choosing a topic to write about, it's best to focus on *actionable solutions*.

Questions to consider when developing a blog topic:

- What's a current issue music teachers are facing, and what are some creative, practical solutions?
- What's a valuable lesson that I've learned in my experience as a teacher that others might benefit from?
- What are some teaching "hacks" and strategies I've discovered or developed?
- What are some greater social issues that intersect with music education, and how can teachers navigate these topics in their classrooms?
- How can I affirm, inspire, inform, or educate other teachers and students?
- What technology and resources have I used to accomplish certain teaching goals?

Generally, these questions exist within various contexts of music education including remote teaching, repertoire selection, performance preparation, student engagement, Social and Emotional Learning, diversity and inclusivity, self-care, budget, advocacy, and more. Get inspired at [alfred.com/blog](https://alfred.com/blog)!

## What's the format?

When writing a blog article, think quality > quantity. The structure should follow a standard introduction, body, and conclusion format. While it's important to include as much useful information as possible, keep in mind that detail should not sacrifice the overall flow and readability. Adding section headers throughout the body of the article to break up text, categorize ideas, and move the reader along is strongly encouraged.

When mapping out ideas, consider these various types of articles to help organize the presentation of information:

- Lists (“[7 Songs A-Singing: Ingredients for Satisfying Seasonal Program](#)”)
- Step-by-step guides (“[3 Steps to Better Sight Reading](#)”)
- “How to...” posts (“[How to Help Your Instrumental Students Play In Tune](#)”)
- “What is...” posts (“[Black Hole Literature: What it is and Why Your Students Need it](#)”)

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## What’s the Process?

Once you submit your article, an Alfred Music marketing representative will review and be in touch with you via email to discuss details around any potential edits and the anticipated timing of posting and sharing the article if it is chosen to be featured.

**Please note that submitting an article does not guarantee a feature on the blog.**

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