

The
Wow

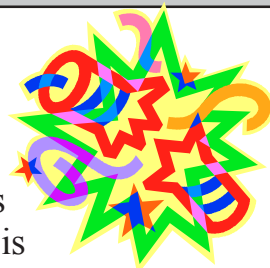
e-newsletter

by Ken and Dahlynn McKowen

Principles

Volume 3 No. 7 July 2007

More Bang for Your Buck!



To become a successful freelance writer, you must know the markets. One of the best ways to learn about potential sales outlets is via the nearly 1,200 page *Writer's Market*, and the 2008 edition is coming out in August (*Writer's Market* is released each August for the upcoming year). The paperback book features over 3,500 listings for magazines, greeting cards, screenwriting, playwriting and syndicates as well as listings for book publishers, agents and contests, and lots of basic need-to-know writer's information.

To understand this valuable writer's tool in more detail, we created a faux listing, then dissected the listing for you. Remember, this listing is not real, but an example, and follows the format of the listings found in *Writer's Market*:

\$\$\$\$¹ **Made-up Magazine**²

111 7th Avenue, NY, NY 55052. (555) 555-5555. Website: www.made-upmagazine.com. Executive Editor: William F. Wordsmith. Managing Editor: Joan Tome. Editor: Sally Ezine. **Contact:** Mary Right³. Established 1976. Circ. 350,000⁴. Pays within 30 days of publication⁵. Publishes ms an average of 2 months after acceptance⁶. Byline give⁷. Buys all rights⁸. Pays \$300 to \$1000⁹. Submit seasonal material 6 months in advance¹⁰. Accepts queries by mail, fax, e-mail, include clips¹¹. Responds in 3 months to queries¹². Writer's guidelines for #10 SASE¹³. **50% freelance written** Buys 25-30 mss/year¹⁴. **Nonfiction** Any articles related to travel, including historic/nostalgic, interviews/profile. Length 1,200 to 2,500 words¹⁵. **Photos**¹⁶ Send photos with submission. Reveiws contact sheets, negatives, transparencies, but prefers minimum 6 megapixal digital photos. Captions required. Buys one time rights. Pay varies. **Tips**¹⁷ Take a clever or new approach to a subject, especially if it is dry/technical.

(1) \$\$\$\$ signs means that it pays quite well, but that also means that you'd better have a great story idea AND the professional writing credentials that will inspire an editor to hire you. Beginning writers should look for \$ and \$\$ listings to start.

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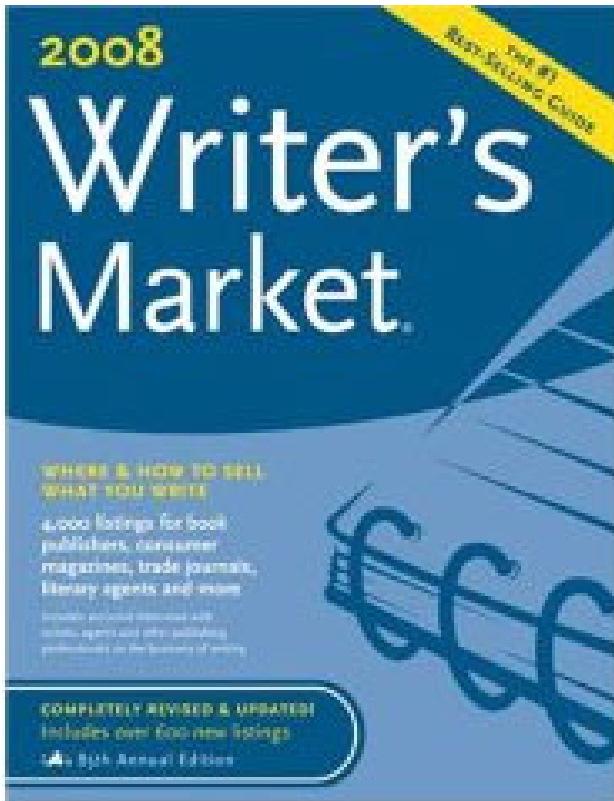
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(2) The title of the publication is obvious—be sure you spell it correctly in your query.

(3) After the contact information, there will be a list of names and titles. It is imperative you send your query only to the contact name. Be sure to check the website for new staff changes as editors frequently move.

(4) “Circ.” stands for circulation. You’ll notice that circulation is usually relational to what is paid.

(5) When you are paid is important. Preference is to be paid upon acceptance of your finished article, but getting paid at all is good.

(6) Timeline for payment after an article is submitted (“ms” or “mss” stands for “manuscript(s)”).

(7) A byline is YOUR name attached to the article. In rare occasions bylines may be omitted, but that doesn’t help your collection of “clips” (published samples of your work) if your name isn’t included.

(8) Pay attention to what rights you are selling. This is often negotiable. If you sell all rights, you can’t resell your story to another market, which is a successful freelancer’s bread and butter.

(9) What is paid will be dependent upon the importance of the piece (to the publisher, not you), its length and your professional reputation. First-time contributors can expect to see the lower end of the pay scale. Small publications may pay only with a few copies of the publication.

(10) Magazines have seasonal needs, be it Christmas, summer vacations, winter, spring wildflowers, etc. If your article is seasonal-based, be sure you pitch it within their timeframes.

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(11) More and more magazines are going to e-mail for queries. Turn your “clips” (samples of your published work) into pdf files so they can be e-mailed. Or send everything via the post office. It’s generally not wise to send anything you need returned safely and DO NOT require a signature for delivery. We suggest using the “proof of delivery” tracking system through the U.S. Post Office.

(12) The times in responding to queries and in meeting seasonal deadlines are always loose—editors are very busy people—be early, not impatient!


(13) The guidelines are important because they will include details regarding story length, formatting, submissions, photos and more. They are often available on the magazine’s website.

(14) This means that about half is written by staff. The other 50 percent is written by freelancers, but many are written by the SAME freelancers whom the editors have come to know and trust. Your goal is to become one of those trusted freelancers!

(16) Word count range acceptable for submission or consideration. DO NOT send a 5,000-word manuscript when the range is 1,500 to 2,500 words. Editors don’t look kindly upon such amateurism.

(17) They may or may not want your photos. If they do, there is generally, but not always, additional payment—and sometimes it takes the photos to sell them on the story idea. Be sure the photos are of professional quality, especially if you’ve gone digital.

(18) Pay attention to these, because they usually come straight from the people who will be reviewing your submissions and queries. Often they simply emphasize that you need to be familiar with both the magazine’s primary subject (art, food, travel etc.) and with the style of writing that is required. If you don’t want to look like an amateur, research articles from the last dozen or so issues so you don’t propose something they just covered.

We highly recommend this book. To order your copy, visit our website and look for the cover on the home page. Happy writing! 

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HOT STUFF! HOT STUFF!

PUBLISHING SYNDICATE is creating the three titles found below. Please submit your stories to: Story@PublishingSyndicate.com. Thanks!



Chicken Soup for the Democrat's Soul: Info and tentative chapter titles can be found on our website. FIRM Deadline: September 30, 2007.



Chicken Soup for the Republican's Soul: Info and tentative chapter titles can be found on our website. FIRM Deadline: September 30, 2007.

Chicken Soup for the Do-It-Yourselfer's Soul: Owning your own home is the American Dream, but transforming a house into your home—and doing it yourself—is what this book is all about. From decorating to demolition, painting to plumbing, pounding nails to pounding thumbnails, these stories will offer encouragement and entertainment to do-it-yourselfers, the novice and the experienced. Deadline: September 30, 2007, subject to change.

The following Chicken Soup books need stories from you!

IMPORTANT: We are not creating the titles below, only passing along the call-outs, so please do not send them to Publishing Syndicate. Submit stories for the following books to www.ChickenSoup.com.



Bedtime Stories for Adults: A collection of wonderful stories for adults to warm hearts and soothe souls. Deadline: August 1, 2007.

Twenty-Something Soul: Stories to warm the hearts of those who are no longer teenagers and who are adjusting to the world of adults. Deadline: September 30, 2007.

Southern Lady's Soul: This wonderful collection of stories will warm your heart and define for you just what it means to be a Southern lady. Deadline: October 31, 2007.

Go for it! Get published! 

www.PublishingSyndicate.com