

## Articles

### Ideas

#### General Ideas

- Brainstorming
- News
- Reading
- Listening
- Experience

#### Brand/book related ideas

- Chapter concepts
- Reader feedback
- Issues
- Overflow

#### Multiple Articles from one Idea

- Different genre/slant/audience
- Different research/story/experience
- Different application/take away

#### Most saleable articles

- Match passion/knowledge/goals to most saleable article ideas
- Market guide and how to use it to launch pitches

### Researching ideas

- Profnet from PR Newswire
- HARO\_help a reporter out
- Research librarians
- Science daily
- Search engines and checking the authority
- Search for related articles
- Search for solutions and needs (long tail SEOs)

## Is Your Idea RIPE!

### 4 elements needed

## How to submit articles and where

Research analyze target magazine

1. Check submission guidelines
2. Follow those guidelines
3. Read the magazine and note how they do things: title length, type of titles, transitions, takeaway, tone, style, etc.
4. Letters to editor
5. Demographics

## Magazines and types of articles/submission policies

1. Theme list
2. Assigned
3. In house
4. Highly freelanced
5. Online slide show types with paragraphs for each photo
6. Long tail SEO articles

## Queries

Ho to -key elements  
Show idea/progression/take away  
Authority to write article  
Adding other ideas for multiple query

## Developing relationships with editor

Communicate  
Connect

## Make writing more relatable

Make sure your writing is relatable to the audience. If it is an academic publication, they do want you to be more scholarly. Most want a conversational style.

- Match vocabulary level
- Anecdotes, stories, or experiences?
- Relevant questions that helps bring issue to their realm
- Jargon and Christianese
- Where to place facts
- Verb-age
- Authentic voice
- Tone: speak to/not down (we, third person, not you should)
- Authentic characters with flaws and background that explains behavior

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