

Three Puzzles of Periodicals  
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**Ideas:**

**1. Marketable**

- Universal (*broad audience*)

- Unique (*something different*)

**2. “Package”** (*consult the Christian Writers Market Guide*)

Examples: teaching article (with Scripture, expository), personal experience, how-to, essay (observations), opinion piece, devotional, poem, profile, Bible study, filler, etc.

What packages fit your idea? What about “slanting”?

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**3. Takeaway value**

What is your “half”?

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