



Expert Insight

Shared Learning For Faster Business Growth

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How to get published in a magazine

Build your awareness by providing meaningful editorial content to magazines

There's magic to having your name on the byline of a well-written article. A published article with your name at the top creates credibility just about impossible to obtain in any other way.

Writing an article is often the easy part. The hard part is attracting an editor's attention. *Here's a simple 6 step formula:*

1. Editors want your articles

Most magazine editors are always on the lookout for content that will:

- Interest readers*—i.e. reward readers for spending time with the publication.
- Sell newsstand copies*—i.e. attract impulse purchases by triggering a “must have” impulse.

But, you must make it *easy for them*. You must take the initiative and work as efficiently as possible.

This means if you want to maximize your chances of getting published, you have to show you can help them achieve these goals.

To do this, you need to learn *who their target market is*, then show how *you can satisfy that market*.

2. Research

Start by searching their website and back issues for any information about their target market. Who are they appealing to? What is their ideal reader profile? What kinds of articles do they usually print?

If in doubt, ring and ask the Editor. Explain who you are and why you are requesting this information.

3. Craft an irresistible offer

Next, decide how you are going to “sell” your story. Ask questions like:

- *Familiarity*. What does your company have in common with their readers?
- *Benefits*. How can your products or services benefit their readers?

Over....



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EA-Tokyo members who order professionally written articles or copywriting before Sept 30, 2004 will receive a 20% discount. Contact: info@businessgrow.net

Web resources

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www.writersweekly.com

Writer's Digest

www.writersdigest.com

SoYouWanna.com

www.soyouwanna.com/site/syws/shortstory/shortstory3.html



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- *Curiosity.* Do you have an interesting or unusual story that may be of interest?
- *Detailed proposal.* Spell-out in detail the article you want to write, and how their readers will benefit from reading it.

4. Support your qualifications

Many publishing company staff are either too busy, too lazy, or both. Your goal is to make it as simple as possible for them to say "Yes" to your offer to write an article.

Here are some ways to encourage a positive response:

- *Submission.* Send your information package by snail mail and address it to an individual, not simply to: "Editor."
- *Format.* Include a query letter or manuscript - preferably typed on A4 paper. Don't forget to include a self-addressed envelope.
- *Background information.*
- *Contact information.* Be sure to include all your contact information.

5. Follow-up

Wait a few days before contacting the Editor. Give the Editor time to review your material and correlate it with their upcoming editorial calendar. When you contact the Editor, let them know that you will work with them to create an article that - first and foremost - will serve their publication

and their readers' needs.

Be flexible and - if their initial response is negative - ask them how you could modify your presentation to better suit their publication and their readers' needs.

6. Become a resource

Keep in touch. Don't wait for them to call you. Re-contact them periodically - perhaps every six months. More importantly, let them know you are available for telephone interviews on topics relating to your area of expertise.

To learn more...

For more information about writing an article - or having one written about you or your business online or in print, please contact **Jonathon Walsh** at info@businessgrow.net.



Like to be featured in an *Expert Insight* newsletter?

If you have practical "how to" information you would like to share with *EA-Tokyo* members while *promoting your business at the same time*, contact **Jonathon** at:

- **090 9332 3210**, or
- info@businessgrow.net to discuss your ideas and pricing.

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