



# Extra Extra... Read All About You!

**What is the purpose of your next article?**

- Inform?  Inspire?  Teach?  Entertain?  Promote?  Enlighten
- Other? \_\_\_\_\_

**Who are you writing for?**

---

**After reading your article what do you want your readers to do/be able to do)?**

---

**What form will your piece take?**

- Story/series of stories?  How-To with numbered instructions?  Interview
- Tips article full of bulleted items?  Case study?  Scientific?  Quiz?
- Narrative?  Channeled?  Other? \_\_\_\_\_

**Can you outline it?**

Title:

Subtitle:

Byline:

Abstract:

Introduction:

Body:

Conclusion:

Bio/Contact info:



### **What's your hook?**

What is special, different, urgent, unique, novel or otherwise noteworthy about your piece, you and/or the way it's written?

### **What do your readers want? (like audiences, they ask "WII-FM?")**

### **What can you offer readers?**

- Secrets?  Solutions?  Success?  Innovation?  Warm fuzzy feelings?
- Timeliness?  Contrarian's view?  Other? \_\_\_\_\_

## **GENERAL CONSIDERATIONS**

- ❖ Keep your copyrights! Give "one time" or "first time" rights. Retain web rights.
- ❖ One article. multiple renditions! (similar to "Same Speech, Different Title")  
Don't recreate the wheel! Repurpose pieces! Modify core article to speak to the needs of different readers.
- ❖ Find an editor, proofreader or reviewer to work with. Barter with them!
- ❖ Work on multiple pieces at a time. Build content toward a chapter, reader or book.
- ❖ Build relationships with editors and publishers.
- ❖ Develop your ability to think in terms of articles. Topics abound. When good and bad things happen they are usually grist for future articles.
- ❖ Once written, spread your word. Post everywhere!
- ❖ Make style guides your friend.
- ❖ Join the monthly Writer's Bloc, the NSA/NC Writer's SIG:  
<http://nsanc.org/sigs.html> (free to members and Pro-Track enrollees).
- ❖ Leverage NSA/NC affiliates such as Bay Area Independent Publishers Association [www.baipa.net](http://www.baipa.net) if a book is in your future.