

How Publications Work... And Eight Articles You Can Sell to Them

By Jennifer Stevens



BIG SECRET # 1: _____

The Practical Approach

1. _____
 - Focus on a place/its character
 - Recommend things to see/do
2. _____
 - Connects an activity, hobby, interest to a place
 - Audience is key
3. _____
 - Focus on activities at a particular time of year/special event
 - Editors need many months lead time
4. _____
 - Easy access from a "main" destination
 - Day-trip or weekend getaway
5. _____
 - Focus on one item or one place
 - Often integrated into longer articles
 - Rarely negative
6. _____
 - Quick introduction followed by a series of mini-reviews or recommendations
 - Editors like -- they're easy to tease
7. _____
 - Practical and useful (save time, money, trouble)
 - Good if you have some experience or expertise (but not necessary)

The Literary Approach

8. _____
 - Story of discovery (of both place and you)
 - Often use "I" or "we" (first person)
 - You're a character in your story

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9. _____
 - (This is a Bonus)
 - Belongs in the "Practical"
 - Join me tomorrow morning for more on this subject!