

# How to Package Your Ideas so Your Articles Sell Themselves

By Jennifer Stevens



The best, most marketable story ideas are:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Exercise: Come up with a targeted story idea you'd like to write. Could be about your hometown, something in your hometown, or about anything anywhere you've traveled. Answer these questions.

1.) Who is your target audience?

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2.) How long, roughly, do you envision this article being (a full-length feature or something shorter like a front-of-the-book piece)?

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3.) What is your idea? Give it a descriptive title to which an editor can respond. Remember the 4 U's (useful, unique, ultra-specific, urgent).

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4.) List a possible target publication or two where you think this piece would fit. (Even if you don't have a specific publication in mind, name a type of publication: local magazine, travel section of the closest big-market newspaper, etc.)

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