

The Path To Magazine Assignments

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COURSE OBJECTIVES

- How to correspond with editors and follow publishing protocol
- How to make a story idea marketable
- How to write a query letter.

WEEK ONE

I. Introductions

II. Finding marketable ideas

- Good ideas aren't enough.
- Must fit the target market.
- Must be the right idea at the right time
- You must sell yourself as the right writer of the piece.

III. Query writing 101

- The execution of marketable ideas. Freelance Writing Action Plan.
- Allows you to delve into a subject to find out if there's really a story to tell.
- Gives editors a peek at your writing style.
- Know the editorial calendar – minimum six months ahead for magazines
- Samples that resulted in assignments. Compare to Freelance Writing Action Plan.

HOMEWORK: Write at least one query letter and no more than three. Next week, bring enough copies of each so everyone in class can have one.

WEEK TWO

I. Query Writing Continued

- Critique homework as a group against action plan
- Writing time in class to further refine

II. Other considerations

- Should you specialize?
- Relationship building
- Reslanting
- Deciding when freelancing should/could be more than a hobby