

WHAT AN EDITOR LOOKS FOR

Michelle Adserias

DO YOUR RESEARCH

What are editors looking for? First and foremost, they are looking for what they're looking for. SO - always begin by researching the market to pinpoint your best options.

Resource Recommendation: *The Christian Writer's Market* is an excellent resource. You can buy a hard copy or subscribe to the digital edition for \$9.99 per year and get annual updates.

FOLLOW THE GUIDELINES

Every publishing company has writer's guidelines. When it's time to submit your article, ALWAYS read and follow the writer's guidelines.

Industry Standards (unless otherwise specified in guidelines):

Word document

12-point Times New Roman

Double-spaced with 1" margins

Exception: Poetry – should be submitted as it will appear in print

Seasonal Materials

Submit 4-6 months in advance

QUERY LETTERS

A **query letter** is a one-page, formal letter written from a writer to an editor or publisher. It contains a detailed proposal/sales pitch for a writing project.

When you send a query letter ensure:

You're following their submission guidelines;

You're addressing the letter to the right editor – sometimes you won't have a name, or you'll have an outdated name, but do your best to put it in the right person's hands.

You've chosen a compatible magazine or publishing house

You're working within the magazine's established boundaries.

Remember: The guidelines are your friends.

WHAT'S IN A QUERY LETTER

Paragraph 1: The Pitch

Paragraph 2: Synopsis

Paragraph 3: Article details:

Paragraph 4: Conclusion and Contact Information

WRITING A WINNING ARTICLE

A Great Opening

Solid and Engaging Content

Focused Structure

Sidebars and Photos

Author Biography

DIFFERENT TYPES OF NON-FICTION ARTICLES

Creative Non-Fiction - uses elements of **creative** writing to present something factual and true. Travelogues and travel guides fall into this category.

Essays are introspective and personal, but are also on a topic the writer has the authority to speak to.

Expository articles. Rather than entertaining, persuading or offering personal viewpoints, expository articles endeavor to explain and educate readers.

Persuasive articles attempt to convince or persuade the readers of something. Persuasive writing is most often used in marketing (you should use this product because it will do _____), but is also commonly used in conjunction with teaching.

How-To and Self-Help articles offer instructions to readers.

Inspirational Narratives are true story told in first or third person to offer more personal insights into emotional aspects of story. Written to instill hope and leave the reader encouraged.

Children's Non-fiction. Children's non-fiction is often presented much like a fictional story but it is built on a truth or factual information. Children's non-fiction often contains a teaching element.

OTHER IDEAS

Poetry

Short Humorous Works

Recipes

Press Releases to Local News Outlets

Write for secular outlets as well as Christian outlets

ABOUT PHOTOGRAPHY

Good photos can bring added life to a story and can be taken with most smart phones or a 35 mm camera.

Photos should:

Be in focus

Have a simple, uncluttered background

Be properly exposed

Resource recommendation: Pixlr X online photo editor

Be a usable size. (This applies only to photos that will be printed.)

Calculating photo sizes: photo dimensions x 300 (to find pixel size)

or Hover over the photo with the cursor