

FWR

Freelance Writer's Report

Volume 25 Number 3 May 2006

WDB Update

When did you last update your Writer Data Bank listing? E-mail dana@writers-editors.com if you'd like a printout of your current listing. (One is sent with each renewal packet.) You can also complete a WDB Listing Form in the Members section of www.Writers-Editors.com. Here are recent requests for which names and contact info were sent:

- Business and Interviews, located anywhere
- Golf and Humor/Satire, located anywhere
- Political and Humor/Satire, located anywhere
- Retirement and Humor/Satire, located anywhere
- Women's Interests and Humor/Satire, located anywhere
- Writers located in Broward, Palm Beach, or Miami-Dade counties
- Retailing, located anywhere
- Human Interest and Legal and Personal Experience, located in Florida
- Entertainment and Publicity/PR, located anywhere

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Observations on Successful Writers

When writers go on book tours, media escorts greet them at the airport and drive them to bookstore appearances and interviews. In my nine years as escort to writers on San Francisco tour stops, I enjoyed quiet dinners with Pulitzer Prize winners and listened to the aspirations of writers with unfamiliar names. But whether the writers I escorted were famous or unknown, they were linked by common five traits.

1. They write the best book they can. We've all muttered as we flip through bodice rippers or thrillers while standing in the supermarket check-out line, "My grocery list has better syntax than this garbage." Maybe so, but best-selling authors do not write down to their readers. Fakers don't make it. Whatever you're writing, you don't stand a chance if you write down to your audience.

2. Writers write. Dreamers dream. Pulitzer Prize winner Robert Olen Butler used to write fiction on the commuter train to his day job. Edgar nominee Martha C. Lawrence recalls how she only completed her first mystery after she learned to say "no" to friends who wanted to party. In *The Observation Deck: A Tool Kit for Writers*, Naomi Epel relates how Flannery O'Connor used to force herself to sit for three hours every day, whether she wrote or not.

3. What muse? Ask any newspaper columnist, TV writer, or successful freelancer and they'll tell you that they can't afford to wait for inspiration. People in other professions work every day whether they feel like it or not. So do professional writers.

4. They aim high. Some talented actors spend their lives in community theater productions and amateur skits. Why don't they make it on Broadway or in Hollywood? Because they never leave Grand Rapids or Topeka. Writers often follow the same pattern, never submitting their work beyond the local library journal or PTA newsletter. Every famous writer started as an unknown and none became famous through secondary markets.

5. They read. T.C. Boyle wonders how people expect to write stories if they haven't read thousands. Mystery master Joe Gores reads 150 novels a year. National Book Award winner Alice McDermott tells how she encouraged one of her undergraduate students to read Faulkner. The young man resisted, explaining how he feared that in reading Faulkner he might "sully" his own style. McDermott patted him on the shoulder and whispered, "Take a chance."

Written by *W.E. Reinka*, Eugene, Oregon.

Need to Expand Your Customer Base?

Contact graphic artists and Web developers. These people often need writers to support them. Use personal references or introductions wherever possible. It's the best way to get through to people and to be taken seriously. Join professional organizations for graphics people and Web designers. Bring your business card and network your way to success.

Written by *Wayne English*, Coventry, Conn.

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Abbreviations Used

B/W black & white
POA pays on acceptance
POP pays on publication
Q query
MS manuscript
MSS manuscripts
SASE self-addressed stamped envelope

Copy & Ad Deadlines

Copy for any issue must be received by the 1st of the preceding month (e.g., Nov. 1 for December issue). Unclassified ad rate is 50 cents per word per insertion. Discounts for multiple insertions. Contact *FWR*, PO Box A, North Stratford NH 03590, for current advertising rate sheet including unclassified, display and inserts.

Seminar Info

• Workshop: "Protecting Your Writing Business: Contracts, Copyright and More," half-day, hands-on session, at Ottawa's National Library, May 6, 2006, presented by CNW member Barbara Florio Graham. Workshop participants will receive a kit containing more than a dozen informative handouts. Info: Ottawa Independent Writers via jonpeirce@hotmail.com. Space is limited, but some of the handouts will be available in a few months on Barbara's Web site: www.Sim onTeakettle.com.

• Kachemak Bay Writers Conference 2006, June 9-13, 2006, Homer, Alaska. Workshops, readings and panel presentations in fiction, poetry, nonfiction, and the business of writing. Registration is \$250 prior to May 10. Info: (907) 235-7743, iyconf@uaa.alaska.edu, <http://writersconference.homer.alaska.edu>

• Writer's Weekend Conference complete with on-staff masseuse and editor/agent appointments. Bellevue, Washington, June 22-25. Cost: \$25-\$180 (see registration form on Web site). Info: www.writersweekend.com.

(For the very latest Seminar Info and links to pages of information, visit www.writers-editors.com/Writers/News_Items/news_items.htm.)

Dan Brown's Success Tips

In case you missed the *Da Vinci Code* author's working methods described in the recent plagiarism trial transcripts –

☉ He rises at 4 a.m. – when there are no distractions – a routine he began when he was working two jobs as a teacher to pay the bills, and the early morning hours were the only time he had. He has remained faithful to that routine. "By making writing my first order of business every day, I am giving it enormous symbolic importance in my life, which keeps me motivated."

⌘ He keeps an antique hourglass on his desk, which tells him when it's time to take a break. Stopping every hour for some exercise – push-ups, sit-ups, and stretching – keeps the "blood and ideas flowing."

⌘ His ideal topic has no clear right and wrong, no definite good and evil, and makes for great debate. His must-have elements: codes, puzzles and treasure hunts; some kind of shadowy force, like a secret society or government agency.

For Your Information

▶ If you write in the business field, you may qualify for free trade magazine subscriptions. You can apply at www.TradePub.com.

▶ The fundamental question to ask when deciding whether to offer a new service or information product: Who will buy what I'm selling? Also: Are there enough potential customers out there? Can I reach them? Can they afford to buy? Will they pay enough to cover my costs and generate a profit? *Source*: Philip E. Humbert, Ph.D., www.philiphumbert.com

▶ Ever wish you had your own personal reference librarian when searching for a statistic or obscure fact? Check out www.massanswers.org, a free 24/7 service. (I got "Andrew," a government documents librarian, to help me find out what I needed.)

Cooking Up More Income

If you love dabbling in the kitchen, you could spice up your writing income by selling to culinary publications. Here's your recipe for success:

- Be original – don't copy recipes or ideas from any other source.
- Create something unusual – cooking publications desire fresh articles and recipes.
- Note popular dietary trends or seasonal produce to make your piece timely.
- Build bylines in the genre by querying smaller and/or local publications, such as your newspaper's cooking section, if it accepts readers' submissions.
- Make sure your piece aligns with what the publication wants, such as recipes, techniques, or party planning.
- Read back copies to get a feel for the publication's voice. Is it folksy? upscale? cutting-edge?
- Try your ideas and have others sample your dishes before submitting.
- Many editors like a short introduction before each recipe that relates why readers might enjoy making it or how this recipe is significant to your family.
- List ingredients in recipes by order of use.
- Use abbreviations only as the publication allows (some want "tsp." and not "teaspoon," for example).
- Explain the steps in a recipe in short sentences, accurately using descriptive verbs such as fold, beat, blend, julienne, mince, and chop.

Written by *Deborah J. Myers*, Wolcott, New York.

Market Updates

Stephen Petranek has been named editor-in-chief of the Weider History Group of magazines, which include **American History**, **America's Civil War**, **Aviation History**, **British Heritage**, **Civil War Times**, **Military History**, **Military History Quarterly**, **Vietnam**, **Wild West**, and **World War II**, plus the Web site Historynet.com.

Hazel Wheaton has been named editor of **Art Jewelry**.

Jamie Painter Young has been promoted to national editor-in-chief of Back Stage's weekly publications **Back Stage East** and **Back Stage West**, and Web site www.BackStage.com.

Condé Nast Publications is changing the names of their 16 local bridal magazines; **Modern Bride Atlanta** and **Modern Bride Houston** will be **Bride's Atlanta** and **Bride's Houston**, and so on. All regional and national Condé Nast bridal magazines will be associated with a new Web site, www.Brides.com.

Business Traveler (*FWR*, 04/06) has a new publisher, Varquin Enterprises, so will resume publishing with Eva Leonard as editor-in-chief, eva@businesstraveler.usa.com; 303 Fifth Ave #1308, New York NY 10016; www.businesstraveler.usa.com.

Cargo is ceasing publication with its May issue.

Celebrity Living (*FWR*, 03/05) has ceased publication.

Chow (*FWR*, 12/04) has suspended publication and will concentrate on developing its Web site and obtaining more financing.

Derek Slater has been named editor-in-chief of **CSO** magazine, www.csoonline.com.

David W. Grogan is now editor-in-chief of **Discover** (*FWR*, 11/05).

Distinction, the Los Angeles lifestyle magazine, ceases publication with the May/June issue.

CMP Media plans to relaunch **Dr. Dobb's Journal** in June with expanded editorial coverage.

John Micklethwait has been named editor of **The Economist**.

Elle Girl has ceased print publication; will continue online at www.ellegirl.com.

Gregg LaGambina has resigned as editor-in-chief of **Filter**.

Matthew Usher has been named editor of **FineScale Modeler**.

Fuego (*FWR*, 01/05) has ceased publication.

Carol Campbell Boggs has been named publisher, and Lisa Benenson editor of **Hallmark** magazine (*FWR*, 04/06).

HighRoller Magazine (*FWR*, 12/05), 6825 Shiloh Road East, Suite B-4, Alpharetta GA 30005: (678) 990-0285, fax (678) 990-0288; rj.bergh@highrollerlife.com; www.highrollerlife.com. Publisher: Rick Craven. Editor: RJ Bergh. Bimonthly magazine, first issue July 2005. Target audience: Wealthy gamblers. Buys 35 freelance mss per year, gives byline, pays per word and per story (17-35 cents per word), issues contract, pays upon issue dock date, buys First, One-Time, and Reprint Rights. Accepts e-mail, mail, and phone queries. Simultaneous submissions OK, lead time for seasonal material 3 months. E-mail editor for writer guidelines; for sample copy e-mail press@highrollerlife.com. *Nonfiction*: Gaming, travel, fashion, sports, real estate. Length: 1000 words. *Other Needs*: Comics. *Photography*: Depending on assignment.

Sarah Gray Miller has been named editor of special issues for Time Inc.'s **In Style**.

IT Architect has ceased publishing.

Debra Birnbaum has been promoted to editor-in-chief of **Life & Style Weekly** (*FWR*, 03/05).

The automotive title **MPH** has ceased publication.

AMI is moving **National Enquirer** back to its Florida offices, where David Perel will once again take over as editor-in-chief.

Organic Producer (*FWR*, 07/05) pays 10 cents per word. Editorial guidelines at www.organicproducermag.com.

Christopher Keyes has been named editor of **Outside** (*FWR*, 03/06).

Regan Hofmann is the editor-in-chief of **POZ Magazine**, www.poz.com.

Secure Enterprise (*FWR*, 06/05) has ceased publishing.

CMP Media is folding **Software Development**.

The London-based international fashion and culture magazine **Spoon** has ceased publication until further notice so that LTB Holdings can focus efforts on the forthcoming **Culture & Travel**.

The business lifestyle magazine **Success**, which ceased publishing in 2000, is relaunching in May, with three issues in 2006 and monthly by 2009. Gay Bryant is editor-in-chief, gbryant@successmagazine.com; www.successmagazine.com; 347 Fifth Ave., Suite 310, New York NY 10016. Focus will be on balancing a busy career with a fulfilling family life.

Hilary Black is now editor-in-chief of **Tango** (*FWR*, 03/05).

Brian Farnham has been named editor-in-chief of **Time Out New York** (*FWR*, 02/06).

V Life, a spin off of *Variety*, ceased publishing with its March issue.

Video Systems has ceased publication; its content will be absorbed by the new *Digital Content Producer*.

Doug Simmons has been fired at **The Village Voice** (*FWR*, 02/06), and senior editor Ward Harkavy is now acting editor.

Back-Ups

If you back up your manuscripts to CD-R or DVD media for long-term storage, be careful what you use. According to one expert, when using CD or DVD media for archiving important data, you must use media that plainly states it is of archival quality if you want the data to last longer than 5-10 years. They will cost four to six times more per disc than the office supply specials. If you can't find them locally, search online.

Also: The burn speed will impact the quality of the data image written to the disc. Slowing down your burns to no faster than 4x on CD, and 1x on DVD will vastly improve the quality of the burn, and thus the life of the archive.

New Markets I

A Public Space, 323 Dean Street, Brooklyn NY 11217; (718) 858-8067, fax (718) 858-8069; editors@apublicspace.org; www.apublicspace.org. Founder/Editor: Brigid Hughes, former editor of Paris Review. Quarterly literary journal, first issue 2006. Publishes fiction, essays, poetry. Interested in novellas and novel excerpts as well as short stories. Submission guidelines on Web site. Simultaneous submissions

AC Now, Metro Corp., 1818 Market St., 36th Floor, Philadelphia PA 19103; (215) 564-7700. Editor: Lauren Mc Cutcheon. Semi-annual magazine, first issue May 2006. "A guide to the good life in Atlantic City." Target audience: Young adults in their 20s and 30s. *Nonfiction*: Will chronicle the resort's transformation to into a "hip magnet."

Ambassador, 30400 Bristol Lane, Bingham Farms MI 48025-4609; (248) 203-6789; www.ambassador.com. Publishers: Dennis Archer Jr. and Denise Ilitch. Managing Editor: Ivana Kalafatic. Lifestyle magazine, three issues this year, bimonthly in 2007, first issue Spring 2006. Target audience: College-educated, highly-paid Detroit professionals, ages 25-40. Media kit on Web site lists national freelance writers. *Nonfiction*: Fashion, politics, style, hospitality, music, culture, cuisine.

American Nurse Today, HealthCom Media, 4259 W. Swamp Road, Suite 408, Doylestown PA 18901; (215) 489-7000 ext. 117; tldon@healthcommedia.com. Associate Publisher: Tyra London. Editor-in-Chief will be selected later. Monthly magazine, first issue October 2006, circ. 175,000. Will address the many business, practical, clinical, career management, policy and legislative issues that nurses need to keep up to date.

The Chicago Lifestyle, 2630 N. Wayne, Suite A, Chicago IL 60614; (773) 248-4045, fax (773) 248-4022; mackezie@thechicagostyle.com; www.thechicagolifestyle.com. Publishers: Jim Kernan and Haven K. Allen. Editor-in-Chief: Mackenzie Gaffney. Monthly magazine, first issue March/April 2006. Target audience: Chicagoans ages 21-40. (Note: This was incorrectly listed in *FWR* 04/06 as *Chicago Style* in "Market Updates" - They appear to use both titles in

various places.) *Nonfiction*: Art, theater, political issues, business and investment opportunities, restaurants, nightlife, local festivals, real estate, fashion, lifestyle and healthy living, sports teams and events.

Christian Professional, 498 Town Center St. N. #243, Mooresville IN 46158; (888) 346-0045 also fax; editor@christianprofessionalmag.com; www.christianprofessionalmag.com. Publisher: Andrea Emerson. Quarterly magazine, first issue April 2006. Target audience: Christian business owners and leaders. *Nonfiction*: Business and career advancement strategies based on biblical principles.

CR, American Association for Cancer Research, 615 Chestnut Street, 17th floor, Philadelphia PA 19106-4404; (215) 440-9300; info@CRMAGAZINE.ORG; www.crmagazine.org. Editor: Gwen Darien. Quarterly magazine, first issue spring 2006. Target audience: Cancer patients, survivors, advocates, caregivers, and the medical community. Will cover the people and progress in cancer. *Nonfiction*: Developments in cancer research, cancer advocacy, policy and survivorship issues.

Create the Dream, The Creative Concept, PO Box 8326, Fort Wayne IN 46898; (260) 489-3633, fax (260) 489-3803; contact@createthedream.com; www.createthedream.com. Publisher/Editor: Traci Hayner. Quarterly magazine, first issue spring 2006, 64 pages. Target audience: Artisans of soap and sundries, candle and home fragrance, and herbal products. Submission guidelines on Web site. *Nonfiction*: Success profiles, trends in packaging, business tools and tips, project ideas, in-depth articles on topics affecting the industry.

Design Edge Canada, North Island Publishing, 1606 Sedlescomb Dr., Unit 8, Mississauga ON Canada L4X 1M6; (905) 625-7070 ext. 280, fax (905) 625-4856; www.designedgecanada.com; contact form on Web site. Publisher: Doug Bennet. Editor: Ann Meredith Brown. Bimonthly magazine, first issue March/April 2006, circ. 7500. Target audience: Graphic designers, art directors, production managers, Web designers, and others in the graphic design industry in Canada. Download editorial calendar on Web site. *Nonfiction*: Issues affecting the

industry, strategies for growing a business, trends shaping the craft.

Digital Content Producer, Prism Business Media Inc., 9800 Metcalf Ave., Overland Park KS 66212; cwiseshart@prism2b.com or mgoldman@prism2b.com; www.digitalcontentproducer.com. Editorial Director: Cynthia Wiseshart. Senior Editor: Michael Goldman. (Both editors work from their homes in California; phone numbers on Web site.) Bimonthly magazine, first issue May 2006, circ. 60,000. Target audience: Film and video professionals who create content for distribution platforms ranging from traditional cinemas to cell phones and iPods. *Nonfiction*: All aspects of production and post-production equipment and technology, advertising, markets from digital cinema to emerging niche markets such as education ad houses of worship.

Dream Magazine, 7600 E. Doubletree Ranch Road #130, Scottsdale, AZ 85258; (480) 483-1200 Ext. 102; writers@dream-mag.com; www.dream-mag.com. Monthly men's magazine, 100 pages. Pays \$100-\$600 per story; offers contract. Submit query via e-mail.

Eat, Meredith Publications, 1716 Locust Street, Des Moines IA 50309; (515) 284-3000. Editor: Lois White. Quarterly magazine, first issue April 2006. Target audience: Young working professionals, especially mothers, who want to prepare meals for their families on a limited budget, and often with no experience in cooking. *Nonfiction*: Recipes, planning, organizing, preparing.

Equine Wellness Magazine, 164 Hunter Street W., Peterborough, ON K9H 2L2; (866) 764-1212; www.equinewellnessmagazine.com. Publisher: Tim Hockley. Editor-in-Chief: Dana Cox. Bimonthly magazine, first issue June 2006. Target audience: Horse owners in North America. Focus is on how to care for your horse as naturally as possible. Submission guidelines on Web site. Submit articles either by online contact form, or by mail on disc. Length: 500-1500 words. If you submit an outline for a story, also send samples of your work.

■ Contact editors and clients you've done work for in the past and suggest that if there's anything you can help them with again, to let you know.

New Markets II

Fuel Advantage, Cygnus Business Media, 1233 Janesville Ave., Fort Atkinson WI 53538; (800) 547-7377 ext. 1611; mark.oconnell@cygnuspub.com. Editor: Mark O'Connell. Quarterly tabloid-sized magazine, first issue Spring 2006, circ. 60,000. Target audience: Private and public fleet and commercial vehicle operators. Covers new fuel-saving programs and technologies.

Golf Event, Symphony Magazine, 26202 Detroit Road, Suite 300, Cleveland OH 44145; (440) 871-1300 ext. 113; amiller@golfeventmagazine.com; www.golfeventmagazine.com. Editor: April Miller. Bimonthly trade magazine, first issue February/March 2006, circ. 36,000. Target audience: Golf event managers, event planners, golf course professionals, and club managers. *Nonfiction*: Insights from industry experts, destination spotlights, planning tools.

The GreenRoom Magazine, P3 Entertainment Inc., 495 E. Crossville Rd., Suite B, Roswell GA 30075; editor@greenroommagazine.com; www.greenroommagazine.com. Editor-in-Chief: Israel Brooks. Monthly magazine, first issue May 2006. Covers music and the artist. Seeks writers for interview assignments with major and independent artists. Pay will be competitive.

Heart-Healthy Living, Meredith Corporation, 1716 Locust St., Des Moines IA 50309; (515) 284-3000; www.hearthealthyonline.com. Editor: Jeanne Ambrose. Quarterly magazine, first issue Spring 2006. Target audience: Men, women and families. Will focus on nutrition.

Hello!, Rogers Publishing, One Mount Pleasant Road, Seventh Floor, Toronto, ON M4Y 2Y5, Canada; (416) 764-2000, fax (416) 764-1419. Publisher: Shelly Middlebrook. Editor: Christopher Loudon. Gossip magazine patterned after the UK publication, first issue August 2006. *Nonfiction*: Up-close information on international and Canadian celebrities; lifestyle section will cover fashion, decor, food and travel.

Jane & Jane Magazine, PO Box 163708, Sacramento CA 95816; (916) 601-3624; nfo@janeandjane.net; www.janeandjane.net. Publisher: Debbie Wells. Quarterly lifestyle magazine, first

issue June 2006, circ. 10,000. Target audience: Settled lesbian couples, ages 28-60. *Nonfiction*: Home decor, yard & garden, fitness, health & nutrition, fashion, interviews with athletes, relationships, travel, investing.

The Journal of Student Ministries, Develop Ministries, PO Box 1148, Fairview TN 37062; janie@journalofstudentministries.com; www.journalofstudentministries.com. Acquisitions Editor: Janie Wilkerson. Bimonthly magazine, first issue May/June 2006. Target audience: Adults involved in youth ministry. Writer guidelines on Web site. Pays \$50 for sidebar-length, \$200 for features. *Nonfiction*: Youth culture. Length: 200-450 words for sidebar articles, 1500-2500 words for features.

Klazzy, PO Box 415, Ayden NC 28513; www.klazzy.com. Publisher/Executive Editor: Bobby R. Bowden. Monthly print and interactive Web magazine, first issue second quarter 2006. Target audience: distinguished urban professional consumers. Download magazine free on Web site. *Nonfiction*: Issues, trends, innovative technologies, proper health practices, business, real estate, investing, leisure.

Massive Magazine, Computer Games Magazine, 65 Millet St., Suite 203, Richmond VT 05477; (802) 434-3060, fax (802) 434-6493; www.massive-magazine.com. *Computer Games* editorial staff will produce the new magazine, but the specific editor has not yet been chosen. Steve Bauman is editor-in-chief of *Computer Games*; editor@cgonline.com. Premier issue September 2006, quarterly production begins with January 2007 issue. Will cover massively multiplayer online (MMO) games. *Nonfiction*: Features on the culture of MMOs, focusing on players, guilds, communities and their adventures.

Moto Kids, Cycle News Publishing Group, 3505-M Cadillac Ave., Costa Mesa CA 92626; (714) 751-7433, fax (714) 751-6685; editor@moto-kids.com; www.moto-kids.com. Editor: Paul Carruthers. Bimonthly magazine, first issue January/February 2006. Target audience: Young off-road motorcycle enthusiasts. *Nonfiction*: Personality profiles and advice stories featuring the sport's

stars, technical tips, riding tips, games and puzzles.

108, Sandlot Media Inc., 517 N. Mountain Ave., Suite 237, Upland CA 91786; rmerritt@108mag.com; www.108mag.com. Editor-in-Chief: Randy Merritt. Managing Editor: Phil Osterholt, posterholt@108mag.com. Quarterly magazine, first issue Summer 2006. Covers baseball's contributions to and role in American history, culture, and social fabric. Will publish articles, short stories, photos, and cartoons. Submission guidelines on Web site. Pays 50 cents to \$1 per word for articles and short stories; \$100-\$500 per photograph, illustration and cartoon. Pays on acceptance. Submissions by mail should be Attn: 108 Editorial Department. Digital submissions should be sent as PDF of JPEG attachments to appropriate department (see guidelines).

PayDay Magazine, RTO Online, 4862 Newberry, Jackson MO 63755; (866) 786-7547 or (573) 332-0474, fax (440) 325-8803; www.paydaymagazine.com. Editor: Roy Griffaw. Trade magazine, first issue third quarter 2006. Target audience: specialty finance professionals. Focus will be on the related industries of payday loan, check cashing, title loans, and other specialty finance disciplines.

Rainbow Wedding Network Magazine, Artistic Ventures Inc., PO Box 2434, Weaverville NC 28787; (866) 251-1564; www.rainbowweddingnetwork.com. Publishers: Cindy Sproul and Marianne Puechl. Quarterly magazine, first issue May 2006. Target audience: Same-sex couples. *Nonfiction*: Interviews, marriage equality news, tips for weddings and honeymoons, current wedding trends, political reports, family and parenting information. Web site will be redesigned in 2007.

The South, 116-A Bull Street, Savannah GA 31401; www.thesouthmag.com. Editor: Jacob Cottingham. Bimonthly lifestyle magazine, first issue February/March 2006. *Nonfiction*: History of southern states, current issues, lifestyles, people, places.

Shoestring Marketing

Your business card is your best marketing friend. You can – and should – pack much more than just your name and contact information into that small space because there's room for so much more.

Customers typically don't need to know a freelance writer's physical address until it's time to fill out a contract or mail you a check, so leave that information off your card. Now you have three to five lines to describe yourself and the services you offer.

You can use that space to list your expertise, clients, major publications, or anything else you can think of. Combine the words with images, and with only a business card, you can tell a prospective client who you are and what you do, and answer questions they didn't even know they had.

I currently use three business cards:

⇒ My Technical Writer card includes my name and title, company name, phone number, and email address. In the address fields, I've listed my services: writing, editing, proofreading, and indexing; the types of documents I write: user guides, system guides, Web content; the industries I cater to: hi-tech, industry, manufacturing, marcomm; and the types of documents I can produce: print and online. I could also have listed the software programs I'm proficient in using or a few of my major clients.

⇒ The image on my Travel Writer card is a map superimposed over a keyboard. I included USA in my address and the US country code in my phone number to give it a far-flung feel. If I wanted to, I could list languages I speak, places I've visited, and magazines I've been published in.

⇒ My generic Writer card includes a line that lists the types of writing I do: fiction, nonfiction, travel, technical, and copy editing. Again, I could go into more detail on my card, describing major publications, areas of expertise, or style guides I'm familiar with.

Having multiple business cards sounds expensive, but if you can type, you can create a customized business card in about ten minutes using an online printing service. My favorite is

VistaPrint.com. They offer 250 free full-color business cards for the cost of shipping and handling (\$5.25 for delivery in 21 days, but I've never waited more than 10 days). The price you pay for these "free" business cards is to let VistaPrint do a little marketing of their own. They print their email address and logo on a single line on the back of your card in medium gray ink. I don't have a problem with that, but if you do, you can pay \$10 for them to leave it off. It's still a bargain.

(*Caution:* VistaPrint.com has literally hundreds of images and themes to choose from, so the 10-minute estimate for creating your card is in addition to the two or three hours you'll spend poking around their site.)

With business cards costing so little and being so easy to design and order, you could easily have multiple cards targeting particular types of clients. If, for example, you're a freelancer who works in both the medical and legal fields, create a separate card for each, using images and jargon particular to each field.

Business cards aren't limited to marketing your own services. After a friend of mine in public relations created her own business card, she used her layout skills to create a "frequent diner" card for one of her restaurant clients. For another client, a dog grooming shop, she combined their business card with a 25% coupon.

Written by **Robin M. Allen**, Canyon Lake, Texas

FYI

▶ Cornerstone Fulfillment Services offers Web site order processing, warehousing, shipping and more for independent publishers. Info: www.cornerstonefulfillmentservice.com.

▶ Magazine publishers are devoting more resources to ancillary revenue streams – such as reprints. Cygnus Publishing has set up a centralized sales force to market reprints. Others use reprint vendors. Read "Closer to the Core" by Marie Griffin, *Media Business*, March 2006, online at <http://tinyurl.com/o9n8c> - List of reprint vendors: <http://tinyurl.com/msoke>

Contest Info

■ 19th Annual Penumbra Poetry & Haiku contest, sponsored by Tallahassee Writers' Association. **Deadline:** June 30, 2006. Cash prizes and publication in annual contest anthology. Entry fee: \$5/poem and \$3/haiku. Send entries, SASE, and short bio to: TWA Penumbra, PO Box 15995, Tallahassee FL 32317-5995. Complete guidelines and contest e-mail at www.tallahasseewriters.net

■ BareStage Theatre Playwriting Contest, no more than 5-15 pages in length. Entry fee: \$10. Each entry receives written critiques if SASE enclosed. Winning plays will be fully staged for audiences. **Deadline:** June 30, 2006. Info: The BareStage Theatre, New Play Sub-missions, PO Box 9004, Red Bluff CA 96080; barestage@mac.com; www.barestage.com.

■ The Actor's Project NYC is accepting submissions of One-Act Plays. Winner will have their play produced by The Actor's Project NYC. All plays stay in the running for future competitions. Entry fee: \$35. **Deadline:** July 21, 2006. Include your name, the name of your play, e-mail address, and contact number on the cover page. Plays will not be returned. The contest is geared toward one-act plays, but any length play will be considered. Contest Winner's name and Play Title will appear on company Web site. Mail submissions to: The Actor's Project NYC, Att: Bobby Holder, 714 9th Ave. 1B, New York NY 10019. Info: [ww.theactorsprojectnyc.com/writers.html](http://www.theactorsprojectnyc.com/writers.html)

■ Third Libbon short story writing contest. Any topic; but no Children's. Word limit 2500; enters online or by mail. Entry fee: £3. Awards: £100, £50, £25. All 10 winners published in Libbon magazine Edition 3 and receive a free copy. **Deadline:** July 31, 2006. Info: www.libbon.co.uk.

Note: Contests are posted regularly on www.writers-editors.com – usually the day I receive the information. Those with deadlines way into the next year are posted on the Web site, then reprinted here two months prior to their deadlines. Go to the "For All Writers" or "Online Writing Center" at www.writers-editors.com, then click on the "Contests" link.

Writers Wanted

Note: 57 requests for freelance writers or editors or material were posted on our Network Bulletin Board during March. Best strategy is to check that page on www.writers-editors.com several times a week. If you don't yet have your password, contact password@writers-editors.com and ask for one. A few of those postings are listed here; be forewarned — they may already be filled.

Credit Union Times is looking for a freelance technology correspondent with experience covering financial industry technology. Send resume and clips to Candice Areia, careia@cutimes.com.

Freelance writer for Haute Living Magazine, a 2-year-old high-end real estate and design bimonthly based in Miami. We're looking for experienced contributing writers in South Florida and Manhattan (also Hamptons) with a comprehensive knowledge of architecture and interior design concepts, and the luxury real estate market. Must have a firm understanding of up-and-coming developments and developers, record-breaking real estate transactions, high-end design/furniture, and be able to predict and write about trends in these markets. E-mail resume and cover letter to Brett Weir at contactus@hauteblog.com. We will send qualified applicants submission guidelines and a copy of our editorial profile and departments, to enable you to present detailed story pitches that are specifically tailored to our publication.

I need a writer in Florida to ghost-write my story. It involves family issues, murder, motorcycle gangs, prison, and the miracle and challenge of being given a "second chance." Payment negotiable. Deborah McEnteggart, Broken Yet Worth Fixing, 903 1/2 Jones Alley, Clearwater, FL 33755; (727) 446-7035; heart74@juno.com

Needing several things, but to start out with, our goal is to produce two press releases a week similar to this one: www.prweb.com/releases/2006/2/prweb351592.php. Send your background in writing news releases, fees, etc. to Don Osby, Operations Director, Rent-a-RV Inc., Office (866) 610-4931, Fax (432) 206-7019, www.rentarvnow.com; don@rentarvnow.com

Executive search firm needs one or two people who can edit two-page summaries for grammar, sentence structure and clarity. Document would be a synopsis of "why this person should be hired" that would go along with the resume and

cover letter; good bit of white space, bulleted type copy. Work would be ongoing (they have grown too large to continue doing it among themselves). Company is in southern NH, but they want to work via e-mail, so editor can be located anywhere. Turn-around time would be 48 hours (they usually find about 6 changes per document). Send your background, sample work, fees to Brian Samolyk, bsamolyk@zymac.com. Web site is www.zymac.com. Less likely to need, but of possible interest is someone who can work from audio tapes.

New magazine seeks experienced and creative freelance writers to report and pitch stories of interest to boys ages 8 to 14. Knowledge of sports, action sports, manga, animals, science, gadgets, video games and "news of the weird" a plus. Ideal candidates will be able to report unique, offbeat stories of interest to the target audience. Please e-mail résumé and writing samples to teenboysmag@aol.com.

I am the Director of the IT Metrics and Productivity Institute, an organization devoted to best practices in software development, management, and maintenance. I am looking for someone with 1) excellent writing/editing skills and 2) experience in information technology or software development (particularly someone who has familiarity with one or all of the following topic areas: software metrics, software estimation, software risk management, IT governance, software process improvement, etc.). The job would entail editing interview transcripts (interviews with software authors and CIOs). The transcripts would be sent to you as Word documents. They will be raw transcripts, taken right from a sound recording. Your job will be to edit them into publishable format. There will be approximately 4 per month. Payment will be per interview, or per package of interviews, and is negotiable. Work can be done from anywhere. For more information, please see our site at www.itmpi.org. You can also go directly to our interview archives at www.itmpi.org/intervIEWS. Reply to clarestory@yahoo.com.

I am looking for a ghostwriter to help produce a nonfiction work. Deadline: End of 2006. Payment: \$10,000 to \$20,000. Contact Gordon Graham, gordon.graham@charter.net

Blueprints, the produce professionals' quarterly journal, is seeking freelance authors to write on a variety of areas in the produce industry, including credit and collections, applied technology, trading assistance, and feature articles. First published in July of 2002, Blueprints mission is to inform and educate members of the produce industry on topics that directly impact their day-to-day activities, as well as educate them on a variety of other industry related topics. Delivered as part of Blue Book Membership, each quarterly issue includes to-the-point articles and business case studies on relevant topics in the following industry-specific subject areas: supplier and customer business relationships, trading practices, problem and dispute resolution, finance, credit and collection, technology, industry metrics and legal issues. Pay rate: \$600-\$750 per article. Contact: Julie Cudden, Associate Editor. Web site: www.bluebookprco.com. Preferred Contact: E-mail, jcudden@bluebookprco.com

Blue Mountain Arts is interested in reviewing writings suitable for publication on greeting cards. We are looking for highly original and creative submissions on friendship, family, special occasions, positive living, and other topics one person might want to share with another person. We do not accept rhyming verse. Submissions may also be considered for inclusion in book anthologies. We pay \$300 for all rights and \$50 if your poem is used only in an anthology. To request a copy of our writer's guidelines, please send a blank email to writings@sps.com with "Send Me Guidelines" in the subject line, or write to us at: Blue Mountain Arts, Inc. Editorial Department Post Office Box 1007 Boulder, CO 80306.

I need someone to re-write some instructional manuals. Please email me with qualifications (legitimate, insured business a plus but not necessary). Books are 40-80 pages and there are approximately 35 in English. I would be interested in anyone capable of translating to other languages as well. Compensation: Fixed on a per book basis - Immediate Payment. Telecommuting is OK. Reply to: job-142187813@craigslist.org (Boston).

New Markets III

Sprouse Bros. Code, Leisure Publishing, 1501 Broadway, Suite 2002, New York NY 10036; (212) 404-7831; rachel@popstaronline.com. Publisher: Robert Earl. Editor-in-Chief: Matthew Rettenmund. Senior Editor: Rachel Chiang. Quarterly lifestyle magazine, first issue July 2006. Target audience: Males ages 8-14. Not a typical fan magazine. *Nonfiction*: Features on movies, TV, music, the latest gadgets and technology, sports and athletes, animals, Web sites.

Sunrise Magazine has been launched by Sunrise Senior Living, targeting family caregivers, with two issues this year and possibly more in 2007. Publishing is being handled by Haymarket Media Inc., 114 West 26th Street, 3rd Floor, New York NY 10001; (646) 638-6000. Articles will focus on relationships, health, nutrition, legal planning, and long-term finances.

Wicked Act, O'Dix Publishing, PO Box 5488, Somerset NJ 08875-5488; (732) 501-6777, fax (866) 203-5116; www.wickedactmag.com. Publisher: O'Neil Dixon. Bimonthly magazine, premiere issue 2006, circ. 7,000. Covers dancehall music, which had its roots in Jamaica. Contributor guidelines on Web site. *Nonfiction*: Articles about past and present dancehall artists and sound systems, industry insiders, and newsworthy dancehall-related topics. Also interested in dancehall-related short stories, jokes, poems, and short humor.

Olde Lessons

Four years ago, Freelance Writer's Report gave readers information that's as useful now as it was then. It's worth re-peating.

■ FindArticles.com is a vast archive of published articles that you can search for free. Constantly updated, it contains millions of full-text articles dating back to 1998 from hundreds of magazines and journals. You can search for only free articles or for both those requiring fees and free articles.

■ There is no sense in trying to get \$1,000 out of a magazine that just offered you \$75, but you can often get 25 to 50 percent more simply by asking.

Book Of Interest

Career Opportunities in Writing by Allan Taylor and James Robert Parish, Checkmark Books, 132 West 31st Street, New York NY 10001; www.factsonfile.com. Paperback 7¼ x 9. 368 pages. \$18.95.

Profiles 90 jobs for writers – both staff and freelance. For each job, provides a work description, salary range, employment and advancement prospects, prerequisites, and tips for entry. Among the freelance jobs: book packager, copy editor, fact checker, stringer, syndicated columnist, technical writer. Among the staff job categories: advertising, book publishing, business communications, governments, magazines, television. Appendixes include Useful Web Sites for Writers and Glossary of Terms for Writers.

Book Stuff

⇒ Penguin is cutting costs by taking on more first-time book authors who command smaller advances. *Source*: “Penguin Rolls Dice With Novice Authors” by Aaron O. Patrick, *The Wall Street Journal*, March 8, 2006, page B2.

⇒ A growing number of publishing houses are adopting a new business model – offering literary novels by lesser-known authors as paperback originals – forgoing the higher profits afforded by publishing a book in hardcover for a chance at attracting more buyers and a more sustained shelf life. *Source*: “Literary Novels Going Straight to Paperback” by Edward Wyatt, *The New York Times*, March 22, 2006.

⇒ New fiction product? Walter Kirn is creating an online novel in real time. Installments are posted roughly twice a week. Previous installments are available. To read the novel-in-progress, go to www.slate.com/id/2137804/

⇒ A new genre – books based on blogs – is gaining ground. Their authors have two advantages: an existing dedicated readership and a free platform to publicize their work. *Source*: “Publishing: Blook” by Ian Mount, *The Wall Street Journal*, March 25, 2006, page P2.

⇒ Unlike other authors, James Patterson believes in flooding the market. Some years his publisher Little, Brown has launched 8 Patterson titles, including paperbacks, in 12 months. The publisher has three full-time employees, including a brand manager and a publicist, devoted to the care and feeding of the franchise. And Patterson has always talked openly about working with collaborators. *Source*: “Turning Thrillers into Dollars” by Alex Beam, *Boston Globe*, March 6, 2006.

⇒ Simon & Schuster recently negotiated a nonfiction book with author Joel Osteen under a co-publishing agreement. Under those deals, the author usually gets little or no advance in exchange for a higher share of the book's profits. That type deal allows the publisher to avoid the risk that comes with paying out a large advance, and gives the author a major financial incentive to continuously stay in contact with readers and promote the book. *Source*: Book Publishing Report, March 20, 2006.

⇒ All publishers, small or big, look for authors who have a “platform” – the term du jour of the publishing biz to describe the method, marketing plan, or venue to be used to publicize the book – from which to market their work. Even the rich and famous need a platform to seal a book deal. *Source*: “Publish or Panic” by Diane Cole, *U.S. News & World Report*, March 13, 2006.

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