



Baiting Your HOOK

Or, Why You Have to Do the Editors' Job for Them

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Publishers Marketing Association

Class 3F

What Editors Do

- Go to meetings
- Meet with marketing, circulation, and advertising people
- Bemoan their budgets
- Manage Web content
- Plan conferences, workshops, and seminars
- Attend conferences, workshops, and seminars
- Edit

Why Trade Publications Matter

- There are a lot of them.
- They provide direct access to your target audience at no cost.
- Readers pay a lot more attention and give a lot more credence to news items than they do to any advertising you might buy in the same publication.
- Most are not as sexy/appealing to freelance writers, so you have a better shot at getting in.

A close-up, slightly blurred photograph of a person's hand holding a silver pen over a laptop keyboard. The hand is positioned as if about to write or edit. The background is a soft, out-of-focus light blue and white. The overall image has a clean, professional aesthetic.

Why Should I Do the Editors' Job?

- Because they don't have time to do it
- Because you want to reach the reader

A blurred background image showing a person's hands typing on a laptop keyboard. The person is wearing a light-colored sleeve. The image is slightly out of focus, emphasizing the text in the foreground.

How Do I Do Their Job?

- Read the magazine
- Read the editorial calendar
- Read the editorial guidelines
- Waste not, want not

A close-up, slightly blurred photograph of a person's hand holding a silver pen and writing on a white notepad. The notepad is bound with a metal spiral on the left side. The background is a light, neutral color. The text is overlaid on the upper left portion of the image.

Above All.....

...Think like an editor!

