

WRITING HOW-TO ARTICLES

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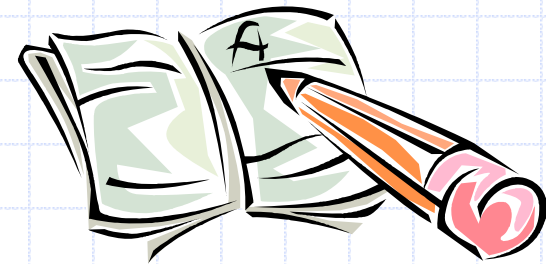
**The How to How-to
Workshop**



Melanie Rigney
Montrose Christian Writers Conference
July 24, 2008

Principles of How-to Articles

- ◆ These pieces are different from self-help articles in that they typically deal with the physical rather than the emotional or spiritual world.
 - Woodworking
 - Scrapbooking
 - Gardening
- ◆ Solving a reader problem, need, or yearning is essential.



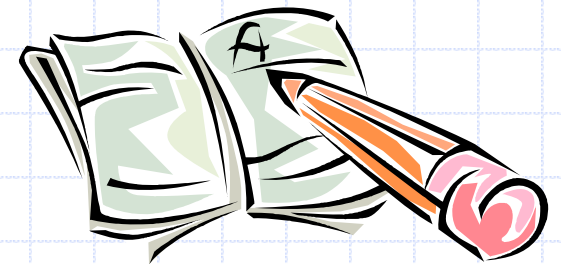
What's All This Mean to Me?

- ◆ If you have a passion for a hobby such as knitting or genealogy, a publication wants your work.
- ◆ If you have expertise in an area such as making metal jewelry, a publication wants your work.
- ◆ If you've created an unusual quilting pattern and can explain how to replicate it, a publication wants your work.



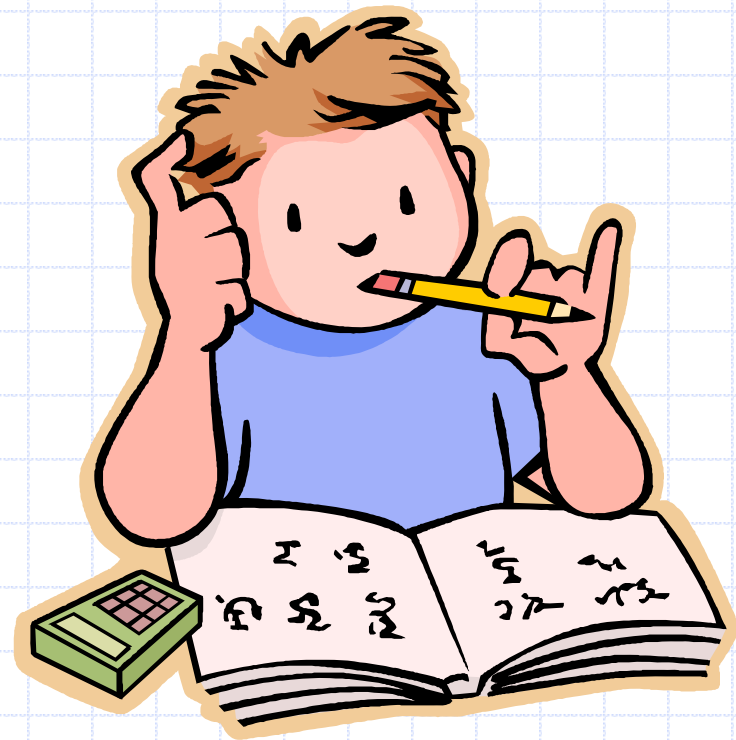
Principles of How-to Articles

- ◆ The language must be clear and concise—few adjectives and adverbs. Passive voice is even more of a no-no here than in other writing.
- ◆ The photos or illustrations that accompany the text are even more important than your words.



Finding Markets for Your Work

- ◆ In this field more than in many others, you are likely to be part of your target audience!
- ◆ What publications/sites do you turn to for information?



Mine Your Passion!

- ◆ Let your enthusiasm for the subject show in your query letter, your article, and your supporting materials!
- ◆ Remember, you are the expert!

Questions?

Thanks for coming!

Melanie Rigney
Editor@editorforyou.com