

WRITING SELF-HELP ARTICLES

or

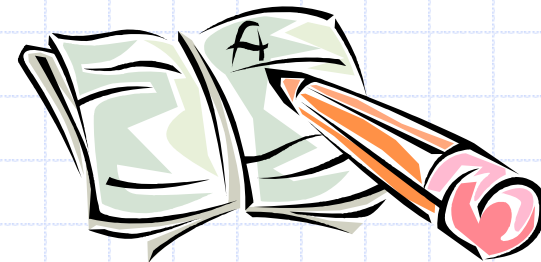
**The Lord Helps Those
Who...**



Melanie Rigney
Montrose Christian Writers Conference
July 24, 2008

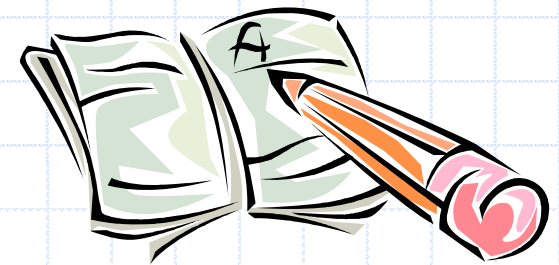
Principles of Self-Help Writing

- ◆ A self-help article needs to quickly identify a common problem or need
 - Weight loss
 - Improved self-image
 - Increased ability to close sales
- ◆ You must have a proven track record of solving this need or write with or about someone who does



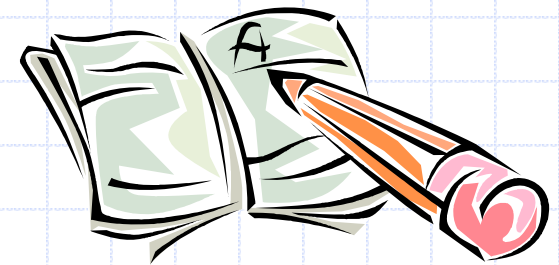
Principles of Self-Help Writing

- ◆ You must provide an easy, clear roadmap for your method to meeting the reader's need.
- ◆ Case studies/stories of people who successfully used your technique are very valuable (remember the "show, don't tell" principle?)
- ◆ Quizzes, tests and exercises are essential.



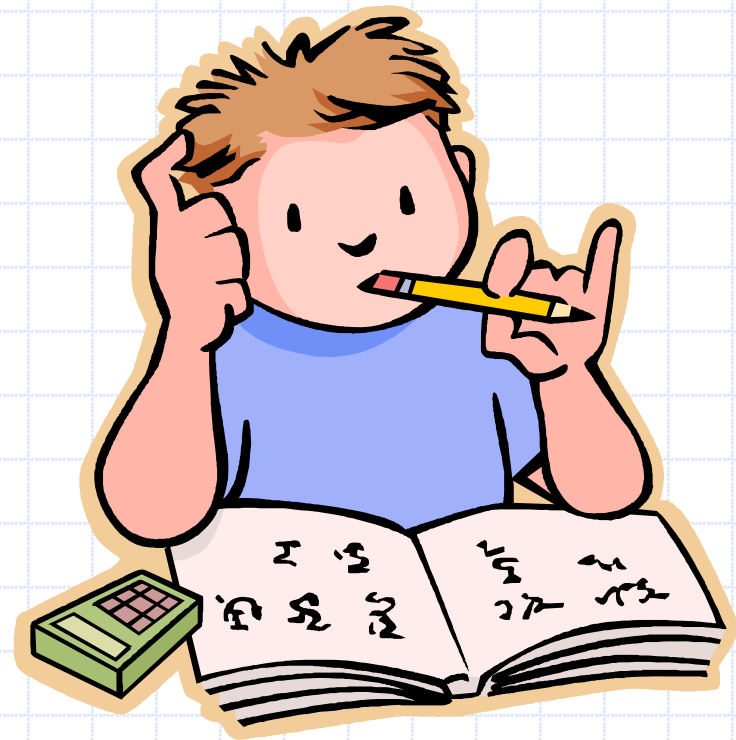
About Self-Help Inspirational Articles

- ◆ Freshness is difficult and therefore highly prized in this genre outside of academic works. The solution almost always is to learn to trust in God and in yourself.
- ◆ Determine whether your writing is specific to your denomination/religion or carries a nondenominational message. It will inform your research in targeting publications.



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—or can communicate what the expert can't!

Questions?

Thanks for coming!

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