# GETTING STARTED

## WHAT SHOULD YOU WRITE ABOUT?

You should write about what interests you - something you either know a lot about already, or which you would like to know more about. You should, in other words, write the sort of material you would like to read.

Here are some examples:

Cooking, travel, car maintenance, retailing, fashion, videos, music, sport, accountancy, tax, buying a house, writing a C.V., dining out, catering, cleaning, flower arranging, law, building an extension ...

The list is endless.

## WHO ARE YOU GOING TO SELL TO?

Having made your lists of subjects to write about, you can start to think about who you should approach with your ideas.

### Look at what’s on Sale

Go down to your local newsagent and browse through the shelves to see what else is selling. Buy the relevant publications and take them home for closer study.

### Go Through the Reference Books

Remember that what you see on the newsagents’ shelves is only the tip of the iceberg - far more magazines are distributed direct to subscribers or potential readers through the post. You need to find out everything else that could possibly provide you with an outlet for your work.

### Check the Directories and Media Guides

Some of the better directories and media guides are produced for the public relation industry. They list the magazine editors and other editorial staff, and update their information every month or so. Because they are designed for a business market, and are being continuously updated, they are expensive and might not be a good investment until you have started to generate some income. To start with, you will have to rely on whatever books you can find at the local library, and your own research.

### Make your List Even Bigger

The bigger your list of potential customers is the better. If you only have one target editor your chances of success are very slim; if you have ten people to approach you may well score one hit; if you have a hundred you could be in business before you know it.

Spend as much time as you need with the reference books and directories, thinking of ways in which you subject could be adapted to suit various different types of publication.

## WHAT DO YOU DO NEXT?

1. Test Your Ideas
2. Write a Synopsis
3. Send out Your Letters
4. Keep a Record and Then Follow Up
5. Write the Piece Anyway
6. Master the Style of Other Writers