

Four of our selling books on freelance writing and ebooks, our database of 6,000+ newspaper markets, our syndicate directory and a one-year subscription (12 issues) to The Write Markets Report!

## **Freelance Income Kit**

**Buy The Complete Version of This Book at  
Booklocker.com:**

<http://www.booklocker.com/p/books/548.html?s=pdf>

**This “excerpt” includes tidbits from three of the products included in the Freelance Income Kit, including:**

How to Be a Syndicated Newspaper Columnist

How to Write, Publish and Sell Ebooks

and

Profitable Email Publishing

# **How to Be A Syndicated Newspaper Columnist!**

By Angela Adair-Hoy

WritersMarkets.com

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## About the Book

Flexible Hours, Unlimited Income Potential, Sell to Newspapers Nationwide! RECEIVE THIS BOOK along with our database of 6,000-- newspaper markets in tab-delimited, text format - perfect for labels!

### CHAPTERS INCLUDE:

Tools Needed  
List of Newspaper Column Topic Ideas  
What to Charge  
Selling Yourself, Catching an Editor's Eye  
Submissions, Sample Query  
Column Formatting, Sample Column  
Follow-up Calls  
Rejection  
Your First Sale  
Rights, Sample Contract, Billing & Collections  
Clips  
Keep on Selling  
Scheduling, Discipline, and Vacation?  
Expansion, Book Deals, Publicity  
Professional Syndication

You'll find everything you need to know about self-syndication in easy-to-follow steps. Be your own boss writing full time for newspapers nationwide!

### Reviews

*Thanks for the ebook. I went through it and next week I am following your system and am sending out query packages for my existing column which runs in my hometown newspaper (which happens to be owned by Gannett). So my strategy is to target first other Gannett papers (familiarity with a sister paper hopefully might open some doors) and also Business Journal publications, since it's a business column. I like the fact that you also included a listing of over 6,000 newspapers in your ebook. Very helpful.*

*Thanks again for your advice. I'm anxious to try it.*

*All the best,  
-Scott*

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## ABOUT THE AUTHOR



**Angela Adair-Hoy**

Angela Adair-Hoy was a reporter for TV-10 in The Woodlands, Texas prior to joining the publishing industry as president of Deep South Syndicate. She currently publishes *The Write Markets Report*, a bi-monthly e-mag (\$19.95/year) featuring new and updated markets for freelance writers and journalists, as well as *WritersMarkets.com*, the free marketing e-mag for writers.

**Angela's four books include:**

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An order form for these books appears at the end of this book.

Angela resides in Andover, Massachusetts with her husband, Richard (author, speaker, internet marketing expert, and Chief Evangelist at Clickz.com) and their three children, Zach, Ali, and Frank.

Angela often travels around the US speaking to writing groups. If you'd like to purchase Angela for a day, send e-mail to: [aadair@writersmarkets.com](mailto:aadair@writersmarkets.com).

# PREFACE

To be a syndicated columnist: every writer's dream.

As the president of Deep South Syndicate, I received thousands of queries from writers who hoped to be the next Erma Bombeck or Dave Barry.

There are more Erma's and Dave's out there, but they haven't yet surfaced. Perhaps you are one of them? You will know soon enough!

**How to Be a Syndicated Newspaper Columnist** will guide you through the complete process, from part-time writer to nationwide syndication. The market is heavy, and often discouraging. But, if you have the talent and the desire, you can become a famous syndicated columnist.

## INTRODUCTION

**How to Be a Syndicated Newspaper Columnist** is designed to take you through the simple steps to self-syndication. This book contains no fluff. I have given you the facts in easy steps, as well as visual examples to follow.

We will begin with the tools you need, and move on to column creation, marketing and sales, and future opportunities that may arise from your syndicated newspaper column.

# Chapter 1

## Tools

The following tools are recommended to speed you along on your self-syndication career:

Computer

Laser printer (or) Word Processing Service

Fax Machine (or) Local Copy Shop

E-mail Account

Letterhead and Business Cards

Stamps

Mugshot

A **computer** with a quality word processing program is essential. If you do not own a computer, I recommend you hire a word processing service to assist you with production of quality materials. Search the yellow pages or the classifieds of your local paper for an independent word processing or secretarial service near you. Even a home-based word processing service will be well equipped to assist you.

A **laser printer** is also a must. Your word processing service should have one of these as well. You may need camera-ready prints of your column in the future. Laser printers are capable of producing camera-ready quality.

A **fax machine** saves time and boosts your professional image. Editors may request your columns be sent by fax, or may make last-minute changes to your column and need to fax it to you for approval. In addition, a fax number listed on your letterhead improves your image as a professional writer. You have three choices: buy a fax (around \$300 at your office supply store); have faxes sent to your local copy shop or office supply store (where you will pay a small fee to send and receive); or "borrow" a friend's fax number (ask him to call each time a fax arrives so you can pick it up).

**E-mail** is the communications medium of the future. Most editors will request that you submit your columns by e-mail or on disk, thus saving them typing time. You will save in postage, and will receive immediate responses to your submissions. E-mail also serves as a wonderful marketing medium.

**Letterhead** and **business cards**, though not essential, greatly improve your image as a professional writer. You can create your own letterhead on your computer, or order it

professionally printed. Business cards are a great idea, as are printed envelopes with your column title and address appearing on them. (Sample business card and letterhead are shown on this page and next.)



*sample business card*

You will be using lots of **stamps**. Ask relatives for stamps as birthday and holiday gifts. Postage will be your greatest syndication expense.

For your columns to appear more professional, you will need a **mugshot**. A mugshot is simply a black and white, passport- type photo. Many travel agencies will do this for a minimal fee, and sometimes for free. Look in your phone book under "passport photos." You can even scan your mugshot and import it into your letterhead, as we have done here.

You may opt to have your mugshot taken by a professional. Before hiring a professional photographer, ask if you will be permitted to purchase the negatives. If you retain the negatives, you can have additional prints made at your convenience and for much less than the photographer would charge.



# Angling with Angie

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*Sample letterhead*

**How to**  
**Write, Publish & Sell**  
**E-books!**

**By Angela Adair-Hoy**

**[WritersMarkets.com](http://WritersMarkets.com)**

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# PREFACE

Every month, I make more than \$3,000 selling my e-books through my website and electronic newsletter. You can, too! I currently have three e-books available. Not bad for a new medium of delivery!

Why do people really buy e-books? Don't they want a nice pile of paper on their lap to read? Something to lug to the bathroom? Well, not really. The answer is simple. People buy e-books for instant delivery! When you go shopping for a black skirt or shirt, you want to buy it TODAY. When people go shopping for information, they want it RIGHT NOW. You can make money publishing your own e-books, and you can start making money in only a few days. Let's get started!

# Introduction

**How to Write, Publish and Sell E-Books** will guide you through the complete process, from author to self-publisher to global sales and distribution.

## CASE STUDY

More than a year ago, I wrote, formatted and printed my first book, *“How to Be A Syndicated Newspaper Columnist.”* I began selling the book accompanied by a disk of 6,000+ newspaper markets. The book sold very well from day-one at \$14.95 per copy.

To save time and money, I started distributing the database (the newspaper markets) by e-mail and mailing only the book. No one complained. This gave me an idea. I decided to experiment with e-books. I formatted my book to 8.5 x 11 and saved it as an MSWord document. I then offered the book on my website for only \$10.95 with the statement, *24-Hour Delivery!* Orders quickly increased.

Not only was I selling more books, but I was selling more e-books than print books! My profit on each book was tremendous. No printing costs and no postage. The only expense associated with distribution was my time to process the order and e-mail the product...about 5 minutes. I was making \$10.95 for every five minute order I processed! I still sell the occasional print version, but print sales now only account for 10% of total sales of that book. The rest are sales to writers who want to start their syndication careers TODAY and do not want to wait even two or three days for the mailman to deliver my book for them to get started.

The market for e-books is light. The time to step into this business is TODAY. You can quickly build your own electronic publishing company with little effort and time. This book will show you everything you need to know to do just that. I've also included links to free services and software available online to help you market your book quickly and easily. Enjoy!

# Profitable Email Publishing

How to Publish  
A Profitable Emag!

2<sup>nd</sup> Edition

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## ABOUT THE AUTHOR



**Angela Adair-Hoy**

Angela Adair-Hoy was a reporter for TV-10 in The Woodlands, Texas prior to joining the publishing industry as president of Deep South Syndicate. She currently publishes *The Write Markets Report*, a monthly emag (\$11.97/year) featuring new and updated markets for freelance writers and journalists, as well as *WritersWeekly.com*, the FREE marketing emag for writers that is sent to more than 35,000 freelance writers every Wednesday.

### **Angela's other books include:**

#### **How to Write, Publish and Sell Ebooks**

How to Be A Syndicated Newspaper Columnist

1999 Paying Markets for Freelance Writers and Photographers

2000 Paying Markets for Freelance Writers and Photographers

How to Publish and Promote Online (St. Martin's Press)

An order form for these books appears at the end of this book.

Angela resides in Bangor, Maine with her husband, Richard (author, speaker, and Internet marketing expert) and their three children, Zach, Ali, and Frank. Angela and Richard run their entire e-publishing firm, Booklocker.com, Inc., from their 100-year-old home located on the Penobscot River.

Angela's speaking schedule can be found online at:

<http://www.writersweekly.com/index-consulting.htm>

# PREFACE

## **WHAT IS AN EMAG ANYWAY?!**

An emag is an electronic publication delivered by email to paying or non-paying subscribers. Emags can be sent in the body of an email, or as an email attachment.

Some call these publications ezines.

Can emags really turn a profit? Well, simply look at the large number of them floating into your mailbox every day! While some of them are not profitable for the publisher, many of them are. My emag, WritersWeekly.com, generates tens of thousands of dollars in profits each year. Yours can, too! Sales of my ebooks alone generate more than \$5K in revenues every month. The vast majority of these sales are a direct result of the advertisements I run for them in my emag.

Who else is making money with their emags? I'll show you! I have interviewed and profiled several emag publishers for this book, and all profiled are making a profit with their emags. I'm quite persuasive when convincing people to divulge their secrets and I know you'll be pleased with what they'll whisper in your ear.

How can emags make money for their publishers? Well, simple accounting is a good way to start. There are no printing and postage expenses. There is usually no office and no employees. One person can manage the subscriber list and write and publish each issue, even on a weekly or biweekly basis. I talked to some who publish daily. You can do this, too!

## **WHAT THIS BOOK IS NOT**

This book is not a technical resource for email program set-up and headaches and HTML expertise and indigestion. I am neither qualified to teach the technical aspects of these components nor do I find writing about them even remotely appealing. Throughout the book I provide examples of what I have done and invite you to copy not only my emag text style but also the HTML code from my website. Being a copycat is much easier than reading a technical how-to about the back-end of e-commerce. If you really want to learn the hard stuff, I recommend Poor Richard's Email Publishing which is available from Amazon.com at: <http://www.amazon.com/exec/obidos/ASIN/0966103254/thewritemarket00A>

# INTRODUCTION

How to Publish A Profitable Emag will guide you through the complete electronic publishing process, from writer to electronic publisher to orders in your mailbox.

## SELF-PROFILE

In June of 1997, the first issue of The Write Markets Report hit the printing press. I tend to do things quickly and...without thinking. Only one month after the magazine idea hit me, the first issue was complete. I began selling the print magazine for \$39 per year (12 issues). I was doing all the work including interviewing editors, writing, hiring freelancers, processing subscriptions, maintaining the subscriber database and the accounting software...all without too much trouble.

In early 1998, I wrote, formatted and printed my first book, "How to Be A Syndicated Newspaper Columnist." (<http://www.writersweekly.com/index-synd.htm>) I began selling the book accompanied by a disk of 6,000+ newspaper markets. I ran ads for my own book in The Write Markets Report. My subscribers knew I provided a quality magazine, so they trusted me to provide a quality book as well. The book sold very well at \$14.95 per copy.

Then, another idea hit me. What if I offered a free, abbreviated sample (teaser issue) of my magazine each month? I could build a new subscriber database for that one and readers would see my ads over and over again. It would be free, so thousands would sign up. Hey! I was onto something here!

I quickly formatted the first issue of National Writer's Monthly (now called WritersWeekly.com). I included quality market information along with plenty of ads for my products. Sales increased and so did the number of subscribers. The more subscribers I attracted to the free emag, the more sales I processed. And, pretty soon, I had enough subscribers to be attractive to advertisers.

As of this writing, I have more than 37,000 subscribers on my list.



Four of our selling books on freelance writing and ebooks, our database of 6,000+ newspaper markets, our syndicate directory and a one-year subscription (12 issues) to The Write Markets Report!

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