

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!

How To Be A Syndicated Newspaper Columnist

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How to Be
A Syndicated
Newspaper Columnist!

By Angela Adair-Hoy

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

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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:

How to Publish A Profitable E-mag

How to Write, Publish and Sell E-books

How to Be A Syndicated Newspaper Columnist

1999 Paying Markets for Freelance Writers and Photographers

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.

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.



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Sample letterhead

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