



The Beacon

Your guiding light for writing and publishing

Number 29, Winter 2006-07

Squeezing All You Can Out of Your Articles....

Two summers ago, I met an author well-known in maritime history circles at a national writers' conference. We shared a table at the book fair and soon struck up a conversation. Tim not only wrote nonfiction books that interested me, but also articles. We talked when we could during the fair, non-stop over dinner, and later in the bar.

Proud of my skill at selling articles over and over again, I boasted that one particularly good one of mine had sold over ten times. Tim laughed putting me nicely in my place, and said that he had sold one of his twenty-seven times. A few years later, I ran into Tim at another writers' conference and he whispered in my ear, "Thirty-five times!"

Not many emerging writers realize that they can sell their magazine articles over and over again. As long as the markets don't overlap, you can sell exactly the same article as many times as you like and, in this globally connected marketplace, it is easier than you think. However, you can only sell first rights, either print or electronic, once for the same piece. After that, unless you change the article significantly, you must offer it as a reprint for a lower fee.

If you change the article, as I often do, you can sell it again for first rights. For example, I turned a 500 word piece for a grade seven market, into a similar length article for a regional Catholic newspaper and an Anglican website (e-rights) in Canada. Then I tweaked it into an 800 word article for a national US daily. Subsequently, I made some minor changes to slant the piece for a travel magazine. Each time, I was able to sell it for first rights.

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From the editor's desk

Christmas is three weeks away. Yikes!

I have been dropping hints to my family about items I, as a writer, would love to receive. (I never leave anything to chance!) Then I realized that my suggestions could be shared – not so I receive any gifts from the readers of *The Beacon*, but so you might get some ideas for your wish lists.

Try these:

- Reams of white, coloured, or specialty paper
- Photo paper, large and small
- Printer cartridges
- Binders and protective sheets
- Highlighters
- Books on writing (specified titles, of course)
- A scanner, if you don't already have one
- Fees for a master class (see p2)
- Vouchers for monthly Internet dues
- A subscription to the online version of *The Chicago Manual of Style*
- A book of quotations (Oxford)
- A digital recorder if you do interviews (no more transcribing - yippee!)

I'm sure you can add more!

Merry Christmas!
Julie H. Ferguson

Master Class Time!

Experts seek experts to become more expert....

Successful experts frequently turn to coaches to hone their skills even further. All writers, published or not, benefit from following this model. So here's a **master class for novelists and nonfiction writers** who want to ramp-up their chances of getting published:

...Sponsored by the Federation of BC Writers...

BOOK MAGIC: TURNING WRITERS INTO PUBLISHED AUTHORS

with Julie H. Ferguson.

Saturday, January 13/07, 1-5PM

Alliance for the Arts and Culture (boardroom)

938 Howe Street, Vancouver.

Books are magic! They turn unknown writers into authors and perhaps into household names. But publishing is a complex world, full of insider rules and financial constraints which, if not respected, cause good book ideas to wither on many a hard-drive and writers to question their calling. Discover how the Canadian publishing scene differs from the American and how approachable Canadian publishers really are. Learn some uniquely Canadian spells that boost your chances of getting published; explore the wizardry surrounding agents, query letters, phone calls to editors, sales, and the North American market; and identify the next steps you need to take. Join Julie as she waves her magic wand and takes you *from inspiration to publication!*TM (www.beaconlit.com/explodesmyths.htm)

Your investment: only \$50 for members or \$75 for non-members.

Reserve your spot (only 12 available) by Jan 5th
at 604.683.2057 or bcwriters@shaw.ca

"...probably my most enjoyed course yet, and I've completed 80 hours worth!"

"This workshop was spectacular. I found it informative, well organized, and professionally delivered....[It] saved [me] months, if not a year, of self discovery."

Next live workshops for writers

(for details, see www.beaconlit.com)

Jan 13 – **Master class** for the Federation of BC Writers, see above

Jan 31 - **Crack Open Your Creative Channel** for writers of all kinds; VCC downtown campus, 6:30-9:30 pm. Register [here](#)

Feb 8 - **How to Write for Online Markets** for writers of all kinds; VCC downtown campus, 6:30-9:30 pm. Register [here](#)

Feb 10 - **How to Craft Irresistible Query Letters** for writers of books and articles. Creative Writing Diploma Program, Johnston Heights Secondary School, Surrey, 9am-4pm. Register [here](#)

Feb 21 - **Writing Online** for writers eager to break into the online market. Creative Writing Diploma Program, Guildford Park Secondary School, Surrey, 7-9pm. Register [here](#)

Feb 28 - **Brainstorming Brilliant Bios** for all writers' query letters, etc; VCC downtown campus. 6:30-9:30 pm. Register [here](#)

...Surrey's Creative Writing Program...

WRITERS' EXPRESS:

A full-day of short dynamic workshops, networking, and socializing

Saturday March 31, 2007

Johnston Heights School, Surrey

\$84.00 (lunch incl.)

Call 604-596-1601 for more info

Squeezing...cont'd

I plan to continue to sell it, but will be looking for new markets in North America and other English language markets overseas.

This practice should be your standard operating procedure if you write and sell articles to print periodicals and ezines. Reselling your work makes good business and time management sense – it reduces the energy you expend and increases your revenue. Unless you routinely sell a single article for several thousands of dollars, and perhaps even if you do, you should be squeezing every dollar out of every single piece you write.



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