**Navbar :**

Glam Observer “The Fashion Writer Accelerator”

**HERO SECTION :**

The Fashion Writer Accelerator

Online Course

The most practical fashion journalism online course that teaches you exactly step-by-step to start your fashion writing career in one week (whether you dream of doing it as freelance, remotely, on the side, full-time or write from the offices of your favorite magazines).

I WANT TO ENROLL NOW!  
  
Image on the left side text on the right side

**SECTION : IMAGE ON THE LEFT AND TEXT ON SIDE**Does this sound like you?

You collect your favorite fashion magazines secretly dreaming about the moment when you'll finally be able to work there, but you don't know what are the steps?

are you spending all your days trying to understand how to become a writer, more than actually doing what you love which is being creative and writing for magazines?

you are afraid to propose your article ideas to magazines because you believe they will never publish you because you don't have experience?

you don't think you have the credibility and capacity to write great fashion articles?

you have already tried to pitch some of your articles to editors but they are not getting back to you?

You are in the right place!

This is the day when all your doubts and struggles are going to finally stop!

What if you could finally learn everything you need to start your writing career in an easy and practical way so you can:

* stop wasting hours on Google trying to find an answer to your questions
* finally spend the majority of your day doing what you love: writing, being creative and working for your dream magazines?

Yes, this is possible.

Even if you don't have experience yet, yes!

**SECTION :**

Imagine how incredible it's gonna feel when you:

* start your days with editorial meetings with all the fashion editors you've always admired
* sit at your desk with your coffee, ready to type in the first words of your new fashion article
* attend fashion shows and events (both in person and online) to write about them
* work from the offices of your favorite fashion magazines in a fashion capital
* or even work remotely from the comfort of your house of favorite coffee shop (yes, this is doable!)
* receive compliments from the team because your latest article has been the most read of the week
* interview your favorite fashion people
* wake up excited doing a job you like so much that it doesn't seem like work
* get paid to do what you love

**SECTION :**By the end of this course, you'll have developed the most important skills you need to start your fashion writing career:

**1**

**How to write fashion articles like a professional**

**2**

**Building a writing portfolio that impresses editors**

**3**

**Where to find**

**writing jobs**

**(both remote and in-person)**

**4**

**Pitching the best ideas to editors to get published**

**5**

**How to get paid for your writing**

**6**

**Setting up your**

**Fashion Blog**

**in one hour**

**BRANDS SECTION**

After the course, she landed multiple jobs at

INSERT 5 BRANDS LOGO IMAGE HERE IN A SINGLE ROW

**COURSE INTRODUCTION :**

THE FASHION WRITER ACCELERATOR

ONLINE COURSE

is officially open for enrollment!

The Fashion Writer Accelerator is the tried-and-true system to become a fashion writer who gets published even if you have never written for a magazine before!

INSERT IMAGE HERE —-

**PRICING SECTION :**

One Single Payment of

397€ (euros)🇪🇺

$413 (USD)🇺🇸

£362 (pounds) 🇬🇧

3 Monthly Payments of

139€ (euros)🇪🇺

$149 (USD)🇺🇸

121£ (pounds) 🇬🇧

**SECTION :**

But maybe you still have some doubts about whether this will actually work for you?

Or you might be not confident that you can do this.

Let's talk about some myths and lies you might believe in,

and why they are just myths and not real obstacles.

Lie #1: No one will ever publish my articles because I don't have experience yet.

You might not have experience yet and have a short resume but that's okay to become a fashion writer!

**Want to know what magazines and editors are looking at when hiring new writers?**

*"The resume and my previous experience?"*

NOPE!

They want to see your writing!

On your path to becoming a fashion writer, your best friend is not your resume, but your writing portfolio.

Editors want to see your writing skills. Only a writing portfolio made up of sample articles can demonstrate your writing skills, regardless of the experience you have.

Everyone can build a writing portfolio even if you have never published an article for any magazine before!

**You don't need previous experience**, you need a writing portfolio.

Lie#2 I can' build a writing portfolio because I have never written for any magazine

We wrongly associate the portfolio ONLY with a collection of someone's previous work.

But you know what?

You can add to your writing portfolio articles that you published on your blog or that are just living on your desktop.

*"YES BUT WILL I BE TAKEN SERIOUSLY*

*IF THE SAMPLE ARTICLES IN MY PORTFOLIO*

*HAVE NEVER BEEN PUBLISHED BEFORE?"*

Yes! **A great article is a great article. It doesn't matter if it was previously published in Vogue, your blog, or if it's just living on your desktop.**

**And an editor knows this.** And then you are just at the beginning of your career. Editors will appreciate your initiative.

Everyone started somewhere, and so can you.

Lie #3: Fashion magazines rarely post writing positions. It will take me years to get started, I only have a few chances.

Successful fashion writers don't apply online for writing jobs. They PITCH magazines all the time. The best way to write for your favorite magazines is by emailing them directly. If you have the best pitch email and you pitch the right editors with the right article ideas, you can get published even if you are just at the beginning of your career.

Why pitching is better than applying online:

You are in control of your career. You don't have to wait until your favorite magazines will open a position.

Magazines, especially their websites publish multiple stories per day so you are actually making them a favor by proposing to write for them.

It's easier for a magazine/editor to say yes to one article compared to offering you a job. This single article will be the stepping stone of your career. They could even offer you to become a regular contributor, an internship/job or you can use it on your resume and portfolio to find your next opportunity quicker.

You are not applying for a role where you have to meet the requirements of the job description.

Lie#4: I don't know how to write a fashion article. So how can I show my writing skills to get the job?

Your favorite fashion writers you admire didn't write like they do today when they first started.

Writing is a skill. You can learn it.

You can train it and the more you practice the better you become at it.

You might believe fashion writers just type their articles with the idea they had in mind that day, but did you know that fashion writers follow a structure when they write any type of article?

Once you'll learn these formulas (and I'll teach them to you in this course) so you'll know exactly what points you need to cover for any type of article, which will make your writing way more fun, professional, quick and easy!

**How does the course work section**

How does this course work?

100% online, study from everywhere

Study at your own pace

All the lessons are recorded so you can watch them whenever you prefer

Unlimited and lifetime access to the course

Get a certification when you finish watching all the lessons

**HERE’S WHAT YOU GET WHEN YOU JOIN TODAY SECTION :**

Ready to join THE FASHION WRITER ACCELERATOR?

Here's what you get when you enroll today

Lifetime access to the entire online course made up of 6 modules, of pre-recorded video lessons (6 hours) to watch at your own pace (597€ value)

BONUS: Masterclass with Fashion Editor Federica Caiazzo (Vanity Fair, Elle, Cosmopolitan..) (197€ value)

BONUS: Access to the private students' community to get Giada's support and network (397€ value)

BONUS: List of Magazines to Pitch (297€ value)

BONUS: Email Pitch templates (297€ value)

The certification when you complete the course

**MODULE SECTION :**

Let's see what you will learn in each module:

**Module 1**:

Fashion Media and Writing

Understanding Fashion Publications

Global Markets + a trick to write for VOGUE

How to understand the tone of a publication

Media Kits - what they are and how to use them

What's the Lead-Time and how to take it into consideration to propose your ideas

What types of fashion stories you can write

How to write fashion features

How to report a catwalk

How to write fashion news

Things to consider before choosing what to write about

How to decide your niche

How to find ideas for your articles

How to write and proofread your articles

How to improve your writing skills

Batching content: a technique to write more articles without stress

**Module 2:**

Build your writing portfolio

What is a writing portfolio and why you need one

What articles to include in your writing portfolio

How to adapt your portfolio for each magazine

How to write your [first] sample articles

The best platforms to build your fashion writing portfolio

**Module 3:**

Where to find fashion writing jobs

✔️The Mindset to Succeed

✔️6 ways to find and get freelance jobs

✔️The Freelance Websites to check

✔️How to find freelance writing jobs on job boards and LinkedIn

✔️How to use and what to post on Instagram and LinkedIn to attract clients and network with editors

✨EXTRA TIP: the message to send on LinkedIn

**Module 4:**

Pitching fashion magazines

Master the art of pitching

The 5 Golden Rules for the Perfect Pitch

Who to pitch and how to find who are the editors

How to brainstorm the right article ideas to make sure editors want to publish them

Sheet to keep track of your pitching

How to write your pitch email

PITCH EMAIL TEMPLATE to download. Send your pitch emails in 5 minutes!

Why and how to follow-up

The follow up timeline

Follow-up email templates: First and Second Follow up

What if they don't respond to your pitch?

**Module 5:**

Setting your Rates

How much to charge for your articles

Setting your rates per hour vs words

Budget first

When to talk about rates with magazines

**MODULE 6:**

How to start your fashion blog in one hour

Set up a custom domain website using Squarespace.

How to build your blog with Wordpress

How to publish your articles

PLUS you'll all get all of these BONUSES FOR FREE!

* Masterclass with Federica Caiazzo Freelance Fashion Writer Contributing Editor for Vanity Fair, ELLE
* LIST OF MAGAZINE YOU CAN PITCH
* UNLIMITED ACCESS TO OUR PRIVATE STUDENTS COMMUNITY
* PITCH EMAIL TEMPLATE

**TESTIMONIAL SECTION :**

* **"After this course I started writing for CR Fashion Book remotely!" -Eman, student of The Fashion Writer Accelerator Course**
* **"I finished the course in one day! It was so interesting I couldn't stop. Even if I had done a lot of research on the topic, there were many things I didn't know and that are very useful! What I love the most is that it's very practical and not theoretical. I will rewatch and start applying these tips right away!" - Aurore**
* **"The course is clear and straightforward. It inspires you to take action. Within a few days, I went from zero to having a proper online presence and I also started to pitch magazines. What is the best thing about this course? It works. A niche magazine has already given me a positive response and I am not even a week into the course"**
* **- Mónika**

**FAQ SECTION :**

FREQUENTLY ASKED QUESTIONS

We've got A's for your Q's

When does the course start and finish?

It is a completely self-paced online course - you decide when you start and when you finish.

How long do I have access to the course?

After enrolling, you have unlimited access to this course for as long as you like - across any and all devices you own. You can come back to each lesson anytime you want!

I want to write about beauty. Is the course good for me as well?

YES! The practice in this course are applicable whether you want to write about fashion, lifestyle, beauty, sustainability, marketing, business...

I have never published an article. Is this course good for me?

Absolutely. A great article is a great article and any editor knows this! Take this course and I'll teach you what to do to get a writing job even if you have never published an article before!

What if I have more questions?

Email us at courses@glamobserver.com