

## HOW TO WRITE "GENERAL" ARTICLES!

Let the readers know what is in store for them by the "blaze" in your first paragraphs of an article. There are two kinds of articles; those which cover things in general and can be published at most any time, and current events. The best place to start with these kind of articles is the local newspaper with a goal of syndication to many other media.

In order for acceptance by the editor there must be a local twist of personal interest to the readers. The unusual and odd things about people and their vocation and gives the reader a departure from the daily drudgery are the best and most saleable articles to write about. This includes adventure, mystery, murder, money, accidents, discoveries, economy, history, illness, jail, jealousy, obsessions, quacks, struggles, taxes, etc.

You must attract attention from the first words when writing feature stories for a newspaper type publication, whereas a novel or short story for a magazine builds to a climax and generally clears up all the loose ends at completion.

For a magazine article to sell to the publisher "action" in the first and last part is a must, while the body copy is devoted to narrative or explanations with a number of vital incidents to keep the action alive. Keep the writing "flowing" in such a manner the reader will anxiously read ahead to see what happens next.

When it is possible to do so without distorting the truth, add some fiction to your life stories to keep them interesting and alive! Submit 8x 10 glossy print photos if possible as often the picture will be the difference between acceptance and rejection. It will pay you to get a good camera so you can snap pictures to go along with the articles.

When submitting your copy, put your name, address and phone number at the upper left corner of the first page and total number of words contained in the article on the upper right side. If you are submitting an article to the newspaper a title will not be necessary as the editor will usually determine after reviewing the article.

Leave plenty of room at the top of the pages, use double spacing

and wide margins so there is plenty of space for editing. Number the pages at the top. preferable on the right hand side. Type only on the front side of each page. Enclose a Stamped, self addressed return envelope. Lay it out so your name always appears with the article so that you will gain recognition as a writer.

There are millions of things to write about so you should nver be without ideas for your articles. To get the ideas all you need to do is go through the dictionary and write about anything and everything that comes to mind, based on the more practical words.