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"Getting Published – Your Article Submission Checklist"

By Azam Corry

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Follow these important guidelines to increase the odds of having your article published.

*** Thoroughly Check Spelling And Grammar**

Even with electronic spell checkers, this is still a killer. Be especially careful with words that sound alike but have different meanings (homophones). Should that be "there" or "their"? "Your" or "you're"?

Another trouble spot is the apostrophe ('). An apostrophe should be used to indicate possession (John's car), dropped letters (don't) and characters/words mentioned as themselves (ID's). And remember, "it's" means "it is."

*** Don't Write In Long, Dense Paragraphs**

Long, unbroken runs of text are visually unappealing, and act as a subconscious block to reading (looks like too much hard work). People are in a hurry, so information needs to be presented in a way they can scan for points of interest.

*** Don't Ramble Or Use Wordy Sentences**

Providing great information is not enough. People read to learn, but also seek excitement. Instant gratification. They lack the time to be patient, so stick to the point.

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When you've finished writing, start deleting. Cut unnecessary sentences. Look for superfluous 'filler' words and repetitions. Delete them. Add more punch and drive by killing adjectives.

* Don't Employ Gratuitous Self Promotion

There's no greater turn-off than an article that proclaims the author or their product wonderful. People want to discover your qualities for themselves. Your article is the medium.

If you want to sell yourself; display your knowledge, innovative thinking, character. To promote a product, talk about a common problem or need, educate, perhaps tell a story. Provide

interesting information. Only mention the product subtly, or not at all, leaving it for your by-line.

* Don't Over-indulge On Your Resource Box

It's generally accepted that your resource box, or "About the author" by-line should be no more than 6 lines in length. Many publishers will object to anything longer, and unless your article is particularly exceptional, they'll bin it.

* Use The Standard Format

Most ezine editors expect your article to be in this format:

Plain text, hard wrapped at 60–65 characters per line.

It's the only way to guarantee the piece appears as intended. Anything else creates extra work for editors, either reformatting, deleting HTML code, or fixing incorrectly printing characters. To save time, such articles are passed over.

* Don't Send Your Article As An Attachment.

Attachments require opening, something that may be put off and forgotten about. Worse still, the legitimate fear of virus infection means many people delete them on sight. Paste your article into the body of the email, so editors can scan through it immediately.

* Don't Send Multiple Copies

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It's tiresome to have to delete 2 or 3 copies of your article each time you make a submission. And it tells the recipient you don't value their time. A source of annoyance, your article will lose points in comparison to other articles of equal merit: The subconscious mind is a powerful thing!

Check your submission list for duplicate domains. Those from free email accounts are usually obvious, but if you're unsure, check. It takes less than a minute to paste a domain name into a browser and load the site. How much money would you make if your article was published? Worth a minute?

* Don't Say How Wonderful Your Article Is

All too often I receive article submissions that start something like this:

"Hi! Here's a great new article for your ezine that your

subscribers will love!"

Few ezine editors will appreciate YOU telling them your work is great. Or that THEIR subscribers will love it, especially when it's obvious you don't even know the editor's name, nor the title of their ezine.

Save this article (now, before you forget!) and refer to it the next time you write one of your own. Most submissions an editor receives are passed over for one reason or another. The secret is to stack the odds in YOUR favor. Give editors what they want and you WILL be rewarded!

Online since 1998, Azam Corry can help you succeed. No–BullMarketing Help, Tools & Resources: <http://NowSell.com/?NOTpub>Huge Discounts on Top eBooks: <http://eBookSaver.com/?NOTpub>

Do You Submit Articles to Ezines?

By Nucha Aquino

Do You Submit Articles to Ezines? by Nucha Aquino

There is something I'd like to talk about... from the angle of an ezine publisher.

"Getting Published – Your Article Submission Checklist"

That's "How to submit articles to an ezine, and get published".

Put yourself in a publisher's shoes. How do you feel if, one day, you receive an article submission email which ends with "if you want remove from this list..."? I did not ask to subscribe... for crying out loud...

~~ Do not add a publisher to any list ~~

If you have an article service list, ask the publisher to subscribe. They normally would, if they like your works. If they don't they won't publish your works anyway, why bother adding them to your list.

If you have a large list of publishers and article submission groups to send your articles, use a bulk mailing software such as Groupmail. You can personalize the email. And the free version can send to up to 100 recipients at a time. That should be enough. Get a free download here... <http://eLaguna.neet/groupmail.htm>

Now put yourself in a publisher's shoes again, how do you feel when receive -- at your article submission address -- an email addressed to "dear publisher"? This person does not mean to send article to us... just any publisher, right?

~~ Know the ezine you are submitting your article to ~~

No need to chit-chat with publishers. No need to go "I love your ezine", etc. But a little of "hello what's up" is nice. Personalize the email. Address publishers by name. You should also send the kind of article the ezine publisher is looking for. If you send an article against solo ads to a publisher who sends more solos than the ezine, don't ever expect to get published.

Some publishers accept ONLY article within a certain topic.

And they say so in the ezine. Please respect the rules.

Put yourself in my shoes again (I have several pairs), what if you receive email from a certain author (who happens to be a fast writer) everyday? Do you finally stop reading his emails? I do.

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~~ Do not submit too often ~~

I used to receive daily submission from an author. I thought it was funny. There had been too many emails from him that I did not read it anymore. Latest news... the poor author was accused by some publishers for spamming! Worst thing was he did not send the article to the article submission address, but the publisher's contact address...

~~ Send it to the right place ~~

Be sure you send your article to the right address, with the right subject line. Most people filter their email. If your article does not make its way to the "articles to read" (or whatever) folder, the possibility is that it will never be read at all.

The other not-so-important-but-nice-to-do thing is formatting. I take me more time to read and publish an unformatted article. It might not get published by a publisher who is busier than I am.

~~ Format your article ~~

To be safe, do it 55 characters per line (press the ENTER button at the end of every line). I do not know any publisher who publishes less than 55 chars/line. It is a good idea to put summary of the article together with word/line counts with your submission as well.

Each publisher has his/her rule about the format. You have to follow it. Make it easy to read. Put more white spaces. And use common language. The article should not be too long or too short. I think 500 words is a nice length.

Last but not least...

How would you feel when you receive this message "Hey... you... need some money? here's my article" Well, I can use some money, but I just hate you for saying so. I normally reply to these people with the information of how to order a solo ad in my ezine.

~~ Make offer with respect ~~

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If you are offering a profit sharing program, or any kind of partnership to a publisher, do it with respect. Use terms like "please consider...", "if you would like to...", or such. Make publishers feel you are proposing a win-win partnership. Do not write as if you were giving them a favor because you actually are not! Do you need your article published, by the way?

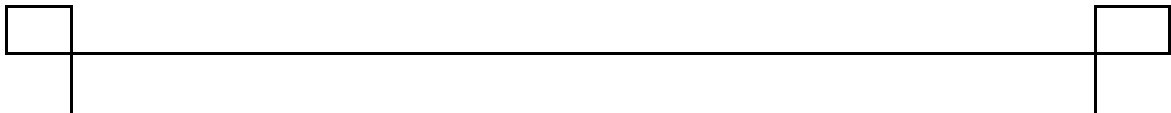
Consider these. Send your article again. This time be more thoughtful. Now the rest is up to the content of your works.

Good Luck, and Have Fun Writing

Nucha Aquino is a Work-At-Home-Mom who loves to travel. She currently teaches International Business and Management in a Graduate School in Laguna, Philippines. When the baby is asleep and there is no class, she writes about her International and Business experiences in her 2 ezines: Small-World Ezine at <http://small-world.netfirms.com> , and eLaguna's eBiz Tips at <http://eLaguna.net/newsletter.htm>



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