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**How to Be an Editor's First Choice**

**By Mridu Khullar**

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.How to Be an Editor's First Choice

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There are writers who editors like, and those they'd bet their careers on. How can you be that writer who the editor will call on every time she needs an important assignment to be done? Are you a hot favorite or a pass-on-for-another-freelancer who keeps querying but receives no response? Here are the qualities that will endear you to an editor.

1. Giving more than you promise

When an editor asks for two samples, give her three. If she trusts you with an assignment, don't wait for the final deadline, but send it in a day in advance. If she's asked you to provide notes, make sure you give her everything she needs so that she doesn't have to ask for anything more. If you make an editor's job easier, she'll love you for it. And she'll be willing to trust you again with more assignments.

2. Constantly coming up with fresh slants

There may not be too many new topics (unless you're writing about technology; then you just can't complain), but there can always be new slants. An editor likes writers who can reduce her brainwork, and make her look good in front of her superiors by coming up consistently with great ideas.

3. Having all the answers

It's important to know about your subject. That's why so many well-paid writers advise you to specialize. So, if an editor calls you to discuss your query, and poses follow-up questions, you better have the answers. Because an editor's never going to trust you with an assignment unless she's sure you know what you're doing. And not having answers to her questions is a sure-shot sign that you don't.

4. Coming up with clever titles, and great sidebars

The most important thing I've learnt so far is to visualize your article. See how it appears on the page. Granted, it's usually not going to come out like you'd imagined it, but for a minute forget that you're a

writer, and think like a designer. See the beautiful fonts and the shaded box on the side? That's how the editor sees your article. Now it's your job to bring that visual to life with your words.

### 5. Understanding the core audience of the magazine

If you're writing for a magazine for home PC users, your editor's not going to appreciate ideas on network security, however wonderful they may be. Similarly, when writing for a small business owner, you'd want to treat that person as a little smarter, even if he might have the same knowledge base as that of a home user. His computing decisions are more important. That's why you should always be familiar with the reader's knowledge level. That'll help you make the distinction between good ideas, and great ones.

### 6. Making boring subjects come alive

Editors love writers with a dash of style, attitude and chutzpah. If you can give even a serious subject a touch of humor, you'll soon be a hot favorite. This is especially true with technical, business and trade magazines. Their subject matter tends to be boring. It's your job to not only inform the reader, but also to entertain him.

### 7. Having the whole package

If you can write great prose, but not meet deadlines, you're replaceable. If you can get great interviews and dig up little-known statistics, but make the fact-checker's life hell, you might not be seen as a great catch. If you come up with the best ideas, but can't provide equally interesting sidebars, there's probably someone who can. But if you give the editor all those things and more, she has no reason to look beyond you.

### 8. Knowing the magazine

I wouldn't go as far as to say that will never sell something to a magazine you haven't read (I have), but I will say that you're not going to get rich doing it. If you don't want to go broke buying all the prospective magazines, get yourself a reliable Internet connection and visit the magazine's Website. No editor will stand a query that looks like it's been sent to a million others.

Editors often like to work with a select group of freelance writers, who've earned the editor's trust over time. By following the tips above, you'll soon ensure an impressed editor and many lucrative assignments as well.

Mridu Khullar is the editor-in-chief of [www.WritersCrossing.com](http://www.WritersCrossing.com), a free online magazine for writers. Sign up for the free weekly newsletter to get a complimentary e-book with 400+ paying markets. Also check out her e-book, "Knock Their Socks Off! A Freelance Writer's Guide to Query Letters That Sell," available at <http://www.writerscrossing.com/queries.html>

## 10 Great Ezine Content Tips To Increase Your Sales And Readership

By Ken Hill

## How to Be an Editor's First Choice

### 1. Write articles that provide your readers with a list of tips.

Depending on the topics your ezine covers, your tips could be on customer service, autoresponders, or you could provide your subscribers with a list of tips that help them to increase their sales or market their businesses more successfully.

You could also provide your readers with a list of your top tips on a specific subject such as "Top 7 Ways To Promote Your Website" or "Top Ten Ways To Promote Your Ezine."

### 2. Write "how to" articles.

This type of article shows your reader step by step how to reach an objective such as how to write effective ad copy, get repeat traffic, or how to write effective metatags.

### 3. Publish interviews.

Contact experts on the topic your ezine covers and request interviews. Most people will agree as it provides them with promotion of their businesses at no cost. Publish your interviews in article format or use the popular Q&A formula.

### 4. Write articles that focus on a current hot topic, trend or that are "seasonal" in nature such as how to increase sales during the holidays.

### 5. Provide polls for your subscribers to partake in.

Publishing polls will help you to increase the number of people that read your ezine because your subscribers will be interested in seeing the results.

Your polls can also be used to help you decide on changes in your content, publishing schedule, or to decide on new things to add to your ezine.

### 6. Provide your subscribers with resources related to your ezine's topic such as places to promote their businesses, ezines, etc.,

You could add these in a recommended resources section. You could also provide a list of your favorite resources such as your top 5 books/ebooks on ezine publishing, marketing or web design with a brief description of each of your resources.

### 7. Publish an editor's note at the beginning of each issue.

Use your editor's note to increase your profit by announcing any new sales or discounts you have on your products or services.

Also use your editor's note to increase your credibility by providing tips on the topic your ezine covers

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and by telling your subscribers how you've helped your clients or customers.

8. Provide endorsements within your ezine for your products from respected experts in your field or list testimonials from your satisfied customers.

9. Add an "Ask The Editor" section.

Write out thorough, detailed answers to your subscribers' questions within this section.

This will increase your status as an expert in your field, which will lead to more sales of your products.

You can also use questions you get from your subscribers to get ideas for articles that your subscribers will enjoy and that will keep them reading your ezine.

10. At the end of each issue, tell your readers what your next issue is going to be about such as the title and description of your feature article or anything new that you have planned.

This will help you to increase your readership by getting your subscribers to look forward to your next issue.

Article by Ken Hill. Pick up Ken's new informative course on ezine publishing. Discover tips to successfully promoting your ezine including ways to increase your subscriptions by participating in successful joint ventures with other ezine publishers. Pick up your free course today at:

10 Great Ezine Content Tips To Increase Your Sales And Readership  
Secrets Of A Down On His Luck Guy Who Finally Made The Right Choice.  
TRASH PROOF NEWS RELEASES  
Interviews With Successful Ezine Publishers – Renee Kennedy  
Not Making A Choice Is A Choice

ScrollPops  
Battle At Sea  
The Gurubuster Doubler  
See-Thru Guide for Cameras  
Contact Form Creator



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