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Increase Your Exposure Through Trade Journals

By Anne Marie Baugh

Specializing in niche markets creates a powerhouse of ongoing business through word-of-mouth of

advertising. Once you have achieved a position within a certain niche, that industry will begin to talk about you as the leading expert in your field. For instance if you are a web designer begin cultivating relationships through specific industries such as the gourmet food industry, private pilot industry, etc. Every single business has its trade organizations and publications for which they stay on top of their own trends. Break into these arenas and you will find rich resources for building your sales.

Begin by deciding which arenas you can be most effective. For instance if you are a search engine doctor it is certainly possible to work with anyone coming online. However, if you have a certain love of animals, a natural connection will be made through the pet industry. These industries have publications that are read by these types of business owners. Begin targeting these publications for advertising, article submissions, etc. By speaking their language and sharing their passion, you will have an instant connection.

Set yourself up as the expert in the niche industry of your choice. Look for publicity avenues that might be available through those trades. It is often much easier to get recognized in a trade than it is in a mainstream publication. Trades are constantly looking for content that will educate and inspire their business readers. Keep in mind when pitching that you are indeed speaking to business people and not the average consumer off the street. This means that your approach must be more sophisticated and educational. It is vital that you provide content that will make a significant difference in their everyday business ventures.

Create a specialized press kit that targets each niche trade publication and will speak "their" language. Make one-page pitches to the editors with a follow up call in about one week. Be polite and helpful. Offer your expertise and don't be afraid to share trade secrets. It will endear you to the editor and create more opportunities to get you into print. The fact is that some readers will take your trade secrets and actually use them, but the majority will be dazzled by your knowledge and choose to hire you to do the work. Most business owners recognize that they cannot do everything and wise one stick with what they do best and hire experts to do the rest. So become the expert they cannot do without. What do experts have? Knowledge and visibility.

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Trade journals are the most overlooked publicity avenue in the business. This creates a dynamic opportunity for you to make a big impact and bring in mega loads of business while increasing your media attention.

Anne Marie Baugh is a noted publicist online publicist to rising Cyber-stars. She also owns and operates Write-Promotion an online business that works hands-on with businesses looking for promotional avenues to cyber-success! Create Success Today at:

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Boost Your Income With Trade Journals

By Terri Pilcher

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Why would anyone want to write for trade journals? Aren't the topics are dry? Don't they require specialized knowledge? Not necessarily. You may want to consider trade journals to increase the potential market for your articles - and for the money. Trade publications make up a significant portion of the hidden source of funds for professional writers. Breaking in can be surprisingly easy - when you know the tricks.

Use a brainstorming list to begin your search for a specialty. To write for a trade publication, you will need in depth knowledge of a topic. Don't force yourself to learn the inner workings of gravel mines when you love the elegant designs of classic furniture. Trade publications require professional knowledge of a topic, so make sure it's a subject you'll want to spend a lot of time with. Start your list by including things you enjoy and love. Whether you volunteer for a non-profit organization or have a degree in agricultural science, include all of the categories in which you have experience. Some trade publications accept articles of personal experience or interviews with recognized authorities in their field. Include your connections with professionals to make your list more complete. Keep this list handy and add to it regularly.

Where Can You Find Those Trade Journals?

Now that you have a list of specialty areas that you want to be immersed in, you need to find the journals that pay for your information. Almost every profession has a trade journal. The first place for you to look is with a professional organization related to your area of specialty. If you love elegant furniture, than perhaps you should consider "Interior Decorators of America", "American Furniture

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Manufacturers", or "American Pine".

Join at least one of these major professional organizations. Membership rates are often cheaper for affiliate members (those not practicing professionals in the field). Marketing companies buy the organization's list and send free publications and resources to members. These items may include "throw-away journals", free journals paid for by advertising. Even if you join the organization only one time, the professional materials will appear in your mailbox for years. This information will keep you on the cutting edge of your chosen industry.

Online resources are helpful in finding associations, but they include only a few of the possibilities. The most complete resource available is the Encyclopedia of Associations found in your local library. It contains the most complete list of organizations, many of which produce magazines specific to their members. It may take days for you to wade through this tome, but when you find ten journals that correspond to your qualifications, it will be worth the effort.

Begin by researching past issues of the magazine. Editors always recommend that potential writers analyze at least six months of back issues and a copy of their writer's guidelines. This is essential with trade journals. Articles seen in the trades are far different in style than those seen in consumer magazines. Pay attention to the complexity of sentences, commonly used terms, and the assumed knowledge of the readers. Style is often less conversational and more technical than what most people read. Many trade magazines use technical terms that are a foreign language to industry outsiders. Make sure you use their language, or you will sound amateurish.

Make a list of published topics. You want to know what not to do as well as the topics they prefer. Painting and Wallcovering Contractor focuses on the professional painting industry, while Walls and Ceilings focuses on plaster restorers and finishers. There is some crossover, but you increase your chances of selling the interview with the restorer of the Sistine Chapel to Walls and Ceilings because of the focus. In addition, Painting and Wallcovering Contractor likes articles on how-to meet regulatory standards. If you know of a regulation that has not been covered recently, send a query offering to update their readers on the topic.

Trade journals often recycle subjects with fresh information on three to four year cycles. If you can approach old ideas in a new way, you can give them an article that they will buy.

Query first, but if the editor does not know you then he or she will want to see a complete manuscript before making a commitment. Many writers despise writing on speculation, but in this case they should consider it. Most journals are in desperate need of good writers. They don't have huge slush piles stacked around the office that your article will have to compete with. As long as you have a topic they can use and can match their style, your article will sell.

Begin with the internet. Online searches enable you to find the title, author, and journal of the article you want, and request a copy of it from your local public or college library. Medical and health topics can be found on Pubmed at www.nih.gov. For other journal searches, contact your local community or college librarian. Without charging you, most libraries will order the article from another library if they don't have it in their collection. They'll even call you when it's ready.

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Other useful sources of information include government regulators, local businesses, the business section of the phone directory, and professionals in the industry.

Most full-time professional magazine writers include trade journals in their portfolio. Trade journals need knowledgeable writers who can produce interesting and well-written copy specific to their magazine. Finding these writers is difficult, because most people don't think writing for trade journals is interesting. You'll know differently when you see the check in your mailbox. Many trade journals pay \$200-\$300 for a 1,000-word article, making it well worth the effort to learn to write for this large and diverse market.

Trade journals are not the flashiest places to publish. Your friends may not be amazed by your publication in Pit and Quarry, but as a writer trying to sell work, do not ignore the journals that want to find you.

Terri Pilcher edits a FREE weekly e-zine, *Writer's Guidelines Magazine*, to help writers get published. She also wrote *MONEY Markets 2005: 101 Publishers that Pay Writers in 6 Weeks or Less* and edits *PowerPen Market Search* (2-day FREE trial). Find the e-book and searchable database at www.powerpenmarketsearch.com.

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Ways For A Writer To Make Money
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