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**Multiplying Sales As A Writer**

**By L. C. Peterson**

**Multiplying Sales As A Writer by L. C. Peterson**

Often, time is an enemy of writers. Sales seem slow and checks too small. How does one make the most of their effort? Here are some tips that will multiply your sales.

1. Companies accepting manuscripts from freelancers offer copies of their writing guidelines and sample copies. Assume there's a reason for them. Study them. Study their web sites as well. What do they tell you about the publication's readers? The Internet will save you much postage and time from when I started.
2. Think ahead. Lead times for publication are rarely short. Writers' guidelines often teach Christmas is in July. Lead times can be shorter for the Internet. Learn what they are. Submit accordingly.
3. Take advantage of your research. Write more than one manuscript for the same effort. This adds to your productivity. Interviewing a camp director? Write a feature article on how to select a camp for more than one market. Write a filler article. Write an article on finding work at a camp.
4. Resell the same manuscript multiple times. My record for off-line for publication with one manuscript is seventeen reprints. It is easy to surpass this on the web.

5. Resell to editors. Once you sell to a company, send another query or manuscript to its editor. Some companies may buy from you for each issue, others will buy only once every so many months. Learn what they want before you submit. Learn this from studying their publication before you query. If they like what you do, keep them happy.

6. Use query letters whenever possible. When an editor has OK'd a query letter first you usually succeed at selling the manuscript . This saves valuable time! Kill fees are more often offered if

article results from a query letter as well.

7. Take a look at your sales. What has worked for you? How can you multiply your sales?

L. C. Peterson is a freelance writer with over 400 manuscripts published. A free email tutorial on Freelance Writing is at Writers and the Web at <http://www.salesandtales.com>. E-mail requests to [requests@lcpeterson.com](mailto:requests@lcpeterson.com).

### **What Publications Should Look for in a Technology Writer**

**By David Geer**

#### **What Publications Should Look for in a Technology Writer by David Geer**

What to look for in a technology writer.

A good technology writer has a good portfolio. The writer you want will have samples that parallel the content you're looking for. A good portfolio sample can be found at <http://www.GeerCom.com/samples.html>.

A good technology writer is a good investigator. A professional technology writer takes time to get to know you, your publication, and your goals. What do you really want to get out of this project? A great writer will ask because a disciplined professional needs to know.

A good technology writer is a team player. Professional writing requires top-notch communications skills on all levels, not just in the text of your articles and features. The writer you want should be able to carry on a dialogue with you and your team to discover your needs, and to make sure that they are met.

A good technology writer is prepared to work with you and your team until you're satisfied.

Consultations, revisions and changes should be built into the fee. These are part of the process and should be foreseen by the writer.

Finally, a good technology writer instills confidence. After providing the necessary requirements and information, you should feel comfortable letting the writer drive where the story is concerned. You should be able to rely on their responsiveness to your queries. You should be assured that they will deliver all that you expect and more.

About the Author David Geer is chief technology writer, technical journalist and owner of Geer Communications, which helps print and electronic publications meet their content needs. E-mail him at David@GeerCom.com, call him at 440-964-9832, or check out the Geer Communications Website at www.GeerCom.com.



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