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Writing For Greeting Card Companies

By MalaMaal.com

Writing For Greeting Card Companies

This has been on the minds of almost every amateur poet and jokester at some time or another. Most people seem to think there is a fairly high demand for greeting card verses and good jokes for gag cards. This is not true. Many firms hire their own writers since they cannot effectively handle all the thousands of suggestions they get from amateur writers trying to make a few extra dollars. Remember when you enter this not-so-lucrative field that you will be competing against highly skilled freelance writers and creative writers with a great deal of experience in dealing with editors and publishers. Your chances of landing a lot of sales are very slim indeed, but there are a few people every year who do make a dent in the market and find their time and effort well rewarded.

A member of our staff decided to investigate the market for his own sake and discovered some interesting things which we thought we'd pass along to you. He wrote to most of the greeting card firms in the 1985 Writer's Market, the definitive guide to who buys all kinds of writing, who are accepting freelance submissions.

Here is what he found out: Of the fifteen or so he wrote to, most of whom requested self-addressed, stamped envelopes for replies, only seven responded and only five are accepting submissions.

Hallmark, the giant in the field is not accepting unsolicited ideas.

Fran-Mar Greeting Cards of New Rochelle, NY is interested mainly in novelty stationery ideas and invitations and thank-you notes, and purchases a limited number each every year.

Bo-Tree is not accepting any submissions at this time.

Carolyn Bean Publishing Ltd., of San Francisco is looking for artword and for words and makes no bones about the fact that they expect the highest quality of work for their wide variety of greeting cards.

Oatmeal Studios of Rochester VT accepts humor only, and a copy of their writer's guidelines (the letter starts: "Dear Funny Person:") is a necessity for their writer. They pay well, too – \$50 for each idea they

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buy.

Amberley Greeting Card Company of Cincinnati is interested in a wide variety of ideas, and it would be wise to consult them first about the current needs. They pay \$40 for each usable idea.

Contenova Gifts Inc., of Seattle, Vancouver and Toronto look for funny card ideas which can be easily translated to a card by an artist. Write to the Vancouver office for current wants.

Portal Publications is seeking artwork only at this time.

Those firms have proven to us to be responsive to the writer and will probably be your best bets for sale. If you'd like to give this hobby a try, read the section of greeting card markets in *Writer's Market* to get better ideas of exactly what is involved in submitting professional-looking ideas. And sad to say, the

days when the flowery verse writer could sell to greeting card companies appear to be almost gone.
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Greetings Cards - Adding A Personal Touch

By Gabriel Adams

Greeting cards are bought for people all the time. Whenever you open a greeting card don't you just love the feeling you get to know that somebody is thinking about you? How about the feeling knowing that somebody took the time to write out a card and send it to you?

There is no better way to send a personal message to someone than by a greeting card. They can be used for birthdays, weddings, events, and so much more! Now lets move on to the types of greeting cards.

Of course you can always buy a store brand greeting card but why go through all the trouble of writing a card if you can't make it feel unique? The best way to send a greeting card is to by getting a hand made one. Now you're probably thinking "Is it possible to even get hand-made cards?"

Using different craft fairs and sites you can easily locate a place that will design and make hand-made cards. Sometimes for a small price more you can even get custom cards. What better way is there to tell someone your thinking about them then a greeting card made specifically for them?

A big factor in most people not buying these nicer cards is cost. They will obviously cost a little bit more than your average store bought card. However, by paying more you are making sure you get quality work. Most people will pay a little more at the grocery store for good brand name products so why not carry that over to greeting cards?

When everything is said and done it does make a difference to somebody when they open that envelope and find a hand-made card. It tells them that you were not only thinking about them but also took the time to find a card that is specific to their needs. Personalized greeting cards mean a lot to anyone and are worth the extra money they cost.

Visit our site for greeting cards and other crafts and gifts in the UK:

<http://www.craftfair.co.uk/MainCatPage.cfm>



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