

Think Ink!



Getting Your Articles Written & Published



Craig Harrison's
Expressions of Excellence!TM
Sales & Service Solutions Through Speaking

www.ExpressionsOfExcellence.com



The Speaker as Article Writer

Craig Harrison

www.ExpressionsOfExcellence.com



Why speakers should write

- Provides visibility
- Establishes credibility
- Exposes you to new clients
- Keeps you in front of existing clients
- Provides content for Presentation Folders and Press Kits
- Helps you formulate new ideas, concepts and theories
- Gives you material for books, CDs, booklets and future speeches

What do I write about?

- What are you speaking about? That's what you can write about!
Focus on *solutions*, *benefits* and *outcomes*.



What am I expert in? _____, _____,
_____, _____, _____.

Should I transcribe my speeches to transform into articles?

- NO! Speaking and Writing are different: different lexicons, different phrasing.
It's better to write from scratch.

What form should my articles take?

- As the Subject Matter Expert (SME) you can disseminate your wisdom in a variety of forms:
Tips, Lists, How-To's, Case Studies, Interviews, Stories, Position Pieces,
Opinions/Editorials, Columns, Quizzes, White Papers, Letter to the Editor, etc.
- Articles can appear in print or on-line (or both). Newspapers, magazines, newsletters,
journals, websites, blogs, e-zines and more all need content.
- Recycle! Same Article, Different Title. Tweak for Audiences and Timeliness. Spin it!

Who do I write for?



- Who do you want to speak to? What do they read? Write for those publications!
- Study who writes for them. Study their tone and style. Understand each publication's appeal and their reader demographics.
- Obtain EDITORIAL GUIDELINES if any exist. Ask for an EDITORIAL CALENDAR if one exists.
- Contact editors and ASK what they pay for, what they seek and what matters to them.
- Use the STANDARD PERIODICAL DICTIONARY OF MAGAZINES, ULRICH'S PERIODICALS DIRECTORY, the MAGAZINE & NEWSPAPER DIRECTORY, WRITERS MARKET or websites like www.abbycon.com/magazines or <http://newsdirectory.com/news/magazine> to research pubs.
- Pitch editors with a list of working titles and short summaries. Pitch story ideas in concert with current events, seasons and holidays, etc. Look for tie-ins.

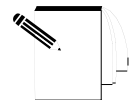
Showcasing you

- Be provocative! If you are bold, different, creative, a contrarian or controversial you will find it easier to get published. Exciting, shocking or creative titles, subtitles and content appeals to most editors. As Jim Rome says: "Have a take — don't suck!"
- Include your contact information (telephone, e-mail, URL) and a "tag line" about your business with your articles. Seek [hot links](#) back from all web articles to your site.

Resources and samples

- Craig's articles can be seen here: www.ExpressionsOfExcellence.com/articles.html and include quizzes, stories and how-to's.
- Free e-zines devoted to paid writing: www.WritingForDollars.com, The Professional Author's Booksense Newsletter (e-mail dnew@TheGrid.net), Weekly Business Writing Tips www.basic-learning.com

Action steps:



I will _____ by _____.

I will _____ by _____.



Extra Extra... Read All About You!

What is the purpose of your next article?

- Inform? Inspire? Teach? Entertain? Promote? Enlighten?
 Other? _____

Who are you writing for?

After reading your article what do you want your readers to do/be able to do?

What form will your piece take?

- Story/series of stories? How-to with numbered instructions? Interview?
 Tips article full of bulleted items? Case study? Scientific? Quiz?
 Narrative? Industry white paper? Channeled? Other? _____

Can you outline it?

Title:

Subtitle:

Byline:

Abstract:

Introduction:

Body:

Conclusion:

Bio/Contact info:

What's your *hook*?

What is special, different, urgent, unique, novel or otherwise noteworthy about your piece, you and/or the way it's written?

What do your readers want? (Like audiences, readers ask "WII-FM?")

What can you offer readers?

- Secrets? Solutions? Success? Innovation? Warm fuzzy feelings?
- Timeliness? Contrarian's view? Other? _____

GENERAL CONSIDERATIONS

- ❖ Keep your copyrights! Give "one time" or "first time" rights. Retain web rights.
- ❖ One article...multiple renditions! (similar to "Same Speech, Different Title")
Don't recreate the wheel. Repurpose pieces! Modify core article to speak to the needs of different readers.
- ❖ Find an editor, proofreader or reviewer to work with. Barter with them if you can't afford to pay them!
- ❖ Work on multiple pieces at a time. Build content toward a Chapter, Reader or Book.
- ❖ Build relationships with editors and publishers.
- ❖ Develop your ability to think in terms of articles. Topics abound. When good and bad things happen they are usually grist for future articles.
- ❖ Once written, spread your word. Post everywhere! I use www.articletrader.com and web researcher Jagmohan Saluja (jag@internet-researcher.com) to upload.
- ❖ Make style guides your friend.
- ❖ Leverage NSA/NC affiliates such as Bay Area Independent Publishers Association www.baipa.net if a book is in your future.
- ❖ Events like **Michael Larsen's** annual SF Writers Conference (Feb. 12-14, 2010) are recommended: www.sfwriters.org/

Sample Types of Articles

Sales and Service
Excellence

Volume 8 Number 2
**Healthcare
Job Journal**

San Francisco Chronicle

Transaction World Magazine
Enhancing the ISO Position in the Marketplace



The Case Study: Things are looking up for Oakland

<http://www.expressionsofexcellence.com/ARTICLES/Oakland.html>

The Quiz:..... Are You a Service Ace? take this quiz and see.

http://www.expressionsofexcellence.com/ARTICLES/Harrison_Service_Quiz.html

The List: Bypass Gatekeepers to reach Decision-Makers

<http://www.expressionsofexcellence.com/ARTICLES/gatekeepers.htm>

The Story: A Tale of Two Elections

http://www.Expressionsofexcellence.com/ARTICLES/election_coaching.htm

The interview: A Leader for All Seasons— John Wooden

http://www.expressionsofexcellence.com/ARTICLES/wooden_interview.html

Poetry Customer Service Haikus

http://www.expressionsofexcellence.com/ARTICLES/service_haiku.pdf





RESOURCES

Craig Recommends

EDITORIAL: For books and manuscripts: **Barbara McNichol** of Tucson, AZ, editor@barbaramnichol.com, 520-615-7910. She's spoken to our chapter, an NSA member who has done a great deal of work with other NSAers. Her e-zine *Word Tripper of the Week* and wonderful booklet entitled *Word Trippers* are keepers. Visit her website: www.barbaramnichol.com

LEGAL: NSA/NC member **Sandy Sheperd**, Esq, a local attorney for trademark, copyright issues, DBAs, and more. Her North Bay company, GOOD SOLUTIONS has many NSA/NC members. (707) 333-6191 sandy@goodsolutions.com. She's her easy to work with, ethical and affordable.

GHOST-WRITING/WRITING PARTNERSHIPS: **Sallie Goetch** is a local professional known as THE AUTHOR-IZER. She helps people publish their books. She also has experience in trademark and patent research and has a literary background. 510/526-7244 sallie@author-izer.com.

WHITE PAPER: View NSA's piece on *The Expertise Imperative*. Creating a white paper you share with (not sell to) others establishes your credibility in an area and thus positions you intelligently. It gives you standing and is a contribution to your field or community.



PUBLIC RELATIONS: **Dan Janal's** PR Leads is a great way to get media folks to connect to you in their time of need. Many NSA members use PR Leads. Pro-Track grad Alexandra Watkins, EAT MY WORDS, has had success with this service, as has Simma Lieberman and current NSA/NC colleagues, and many more nationwide. He's a gentleman too. www.prleads.com.

TIPS BOOKLETS: **Paulette Ensign** is the Queen of Tips Booklets. She's done teleseminars on this topic for SpeakerNetNews. Perhaps Rebecca Morgan and Ken Braly will donate her teleconference on tips booklets to Pro-Track. <http://www.tipsbooklets.com/>

ANTHOLOGY BOOKS: **Randy Hlavin's** article in our Summer *Professionally Speaking* magazine, Also, contact speaker/publisher **Caterina Rando** of SF, www.caterinar.com or NSA's **Doug Smart** (770) 587-1050 <http://www.jamesandbrookfield.com/> for information on their offers.

AGENT: **Michael Larsen**, Larsen/Pomada Literary Agency. www.larsen-pomada.com. (415) 673-0939.



San Francisco Bay Area-based Professional speaker Craig Harrison founded Expressions of Excellence!™ to provide sales and service solutions through speaking. For information on keynotes, training, coaching, curriculum for licensing and more, call (510) 547-0664 or visit www.ExpressionsOfExcellence.com. He is also the past NSA/NC president whose board created Pro-Track in 2004-05.