

How to Get Published...

How Not to Get Published

First-hand experiences from SMPS Marketer

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Who am I?

- Editor of SMPS Marketer

Why am I here?

- Publishing veteran with more than 20 years of experience as a reporter (receiving pitches), editor (reviewing pitches), working in public relations (making pitches)

What will I tell you?

- I've seen the good, the bad and the ugly
- I want to share the good, help you avoid the bad, and maybe laugh at the ugly
- What we'll discuss will have value beyond today. This will help you in **every** pitch you make to **any** publication.

Let's get started!

How Not to Get Published

1. Been there, done that. Don't need to go there again

- Read back issues.
- If we've already written about it, we aren't writing about it again.

2. Where have I seen this before?

- If you're pitching this everywhere, and somebody else picked it up, it's off-limits.

3. It's not (about) you, it's (about) me

- If you're making the pitch about what you've done, and not how about it benefits the reader, I've lost interest

4. Is there a point to this?

- Once you write the article, make sure there's a point to it. Don't just ramble on with incessant introductions or background. Get to the point. Fast.

5. Blah, blah, blah. Are we there yet? Are we there yet?

- I want to make this point a second time. Get to the point. If the article ends up too short, it's OK. This talk only lasts 25 minutes. Why? Short attention spans. Don't assume readers have longer ones.

6. You made your point, can we move on?

- I'm going to make this point a third time. It's better to write three short articles than one long one. Trust me.

7. The Five Ps (Proper Planning Prevents Poor Performance)

- Pitch what you write, write what you pitch.
- Have an outline
- Stick to it

8. What you proposed isn't what you submitted

- The final article *has* to match what you proposed.
- Calendars are based on *your pitches*

9. Hello? Are you there? Anyone home?

- After you submit, you *must* be available to answer questions.

10. Missing your deadline

- The cardinal sin.

How to Get Published

1. **It starts with the idea, but that's not enough**
 - Abstract: Short description, longer than a sentence.
 - 150 words
2. **Check the calendar: Ours and yours**
 - What are we planning? What are you planning?
 - What do we want? When can you deliver it?
3. **You need *an* abstract, but you can't *be* abstract!**
 - Make sure the abstract is **clear**
 - Be **specific**, not ~~vague~~...this is **your** chance to sell **me**
4. **Stick to the point...now and later**
 - You want this to be the **first** article we publish, not the **last**!
5. **Less is more**
 - Write a **short article** that leaves people **wanting more**
 - This does not have to be the end-all, be-all definitive piece
6. **Get in, get out**
 - Once you've made your point, wrap it up
7. **Master your Domain**
 - The Domains pieces in Marketer run 500-800 words
 - Shorter is better
 - Before trying to write a 1,500 word (or longer) feature piece, write what you are comfortable with...your Domains!
8. **Would you like fries with that?**
 - It's not just about the words, it's about the images
9. **The work does not end when the piece is submitted**
 - Make yourself available for feedback
10. **Make sure you hit *all* your deadlines**