

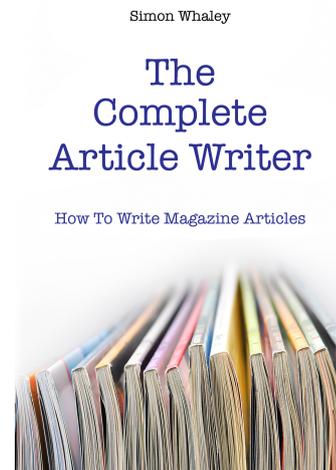
The Complete Article Writer

How To Write Magazine Articles

January 2015

The Complete Article Writer offers practical, step-by-step advice on how to write publishable magazine articles. Created from a series of eight workshops, this pragmatic book shows writers how to:

- generate and maximise article ideas,
- identify their potential readership and the aspects of the idea that will appeal to them most,
- choose the best structure for the article,
- add interest and sparkle to make it an engaging read,
- pitch their ideas to an editor first, to secure the commission before they start writing,
- explain the basics of rights and what they mean when they sell their article.



About Simon Whaley

Simon Whaley is a full time writer, with over 600 published articles in the UK and abroad. His articles have appeared in a variety of publications including: BBC Countryfile, Country Walking, Cheshire Life, Outdoor Photography, Discover Britain, British Heritage, The People's Friend, Cumbria, Lakeland Walker, The Observer and the Daily Express. He has a regular column in Writing Magazine. He's also the author of over a dozen books, including the bestselling *One Hundred Ways For A Dog To train Its Human* (Hodder & Stoughton).

ISBN: 978-1502491817

Price: £7.99, \$12.99

Format: Paperback 8.5 x 5.5 inches (218pp)

Authors Previous Books include:

One Hundred Ways For A Dog To Train Its Human (Hodder & Stoughton)

Best Walks in the Welsh Borders (Frances Lincoln)

Fundraising For A Community Project (How To Books Ltd)

Puppytalk: 50 Ways To Make Friends With Your Puppy (Hodder Childrens)

The Bluffer's Guide to Hiking (Bluffers)

USP:

- Takes the writer through the whole process: from developing the ideas, right through to what to do AFTER the article has been published.
- Written by an experienced writing tutor, who created the eight-workshop article-writing course from where this book was developed.

Contact:

Email: contact@simonwhaley.co.uk

Website: www.simonwhaley.co.uk