



The Complete Article Writer - Workshop 1 Handout:

IDEA ANALYSIS

Ideas are everywhere (employment, hobbies, travels, family life, health experience, social experiences, volunteering, pets). We can use these subject areas as the basis for our article ideas.

Magazine articles need to do at least one of the following:

- Inform
- Inspire
- Entertain

Ideas fail because:

- It's a SUBJECT/TOPIC, so it's **too big** for an article. You can't discuss the entire Second World War in an 800-word article.
- They don't have **enough depth**. It's a filler item, perhaps a reader's tip. (However, a collection of tips can become an article idea.)
- It's an anecdote. Funny stories that happen on holiday, social gatherings, etc. However, they can make great article openings.

Articles are about giving readers the right content in the right way:

Angle It - Narrow the focus of a subject matter for a niche/specific readership:

- age/demographics/life stage,
- specialist knowledge/subject matter/interests,
- location (national/local).

If your idea is to write about your home town, don't just write about whatever comes to mind about where you live - instead think of the different types of readers who might want to visit and target your information to meet their interests:

- What young families can do there?
- What can the over 90s do there?
- Is it a good place for dog owners to live - or holiday? Where could they go? What could they do?
- Is there a quirky connection you can write about - was your home town used as a film location? (Could work as a travel piece, or as a nostalgia piece.)

Finding an angle will help you determine which information to put into your article, and which information to leave out.

Using angles, can turn your subject idea into numerous article ideas.

Topicality - Sometimes you can use a topical event, or anniversary to hang, or peg, your idea onto.

2022 is the:

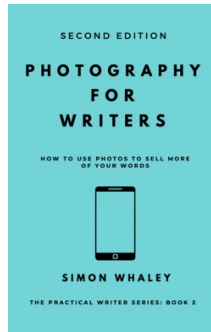
- 150th anniversary of the death of Greyfriars Bobby, the terrier who guarded his owner's grave for 14 years.
- 20th anniversary of the Euro becoming the official currency of 12 countries.
- 225th anniversary of the Last Invasion of Britain.
- 80th anniversary of Anne Frank gets a diary for her birthday.
- 175th anniversary of the birth of Bram Stoker.

Books for Writers by Simon Whaley

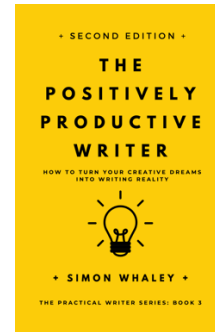
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