

# How to Get Published

and a few things to  
note along the way

# from Charles Lewton Brain

- Being published is not an ego trip. Publishing is a method of sharing information.
- It is positive enrichment to the culture. Contributing to a better world.

# 8 areas to focus on

- Your idea
- Audience
- Guidelines
- Photography
- Personal info
- Copyrights
- Follow up
- Benefits

# your project idea

- Develop an idea that is uniquely yours
- Execute the design
- Troubleshoot
- Execute again
- Document the process
  - Includes: notes on steps and photos

# your article idea

- Research your idea or topic
- Create an outline
- Create a rough draft
- Write article out in full length, sighting all reference material
- Gather graphics or art to supplement your idea or topic – images, graphs, etc.

# determine your audience

- Assess your design or idea
  - Technique
  - Media
  - Process
- Evaluate outlets available to you and determine which one has a suitable audience for presenting your idea to and a format you like.

# guidelines

Once you've established your outlet, request their guidelines.

Guidelines establish:

- requirements
- format
- photo requirements (if any)
- how to submit
- your rights and fee agreement

# photography

Big scary topic for some but it doesn't have to be!

- understand the publisher's requirements
- know your camera
- have good lighting and a neutral background
- understand how to save your photos/files
- have good software to review images
- submit in a format that is acceptable – have a back up of all images, just in case

# personal information

Know and understand the rights being offered to you:

- single-time use
- limited use
- unlimited use
- your rights after publication

These are all negotiable!

## Understanding the W9 and contracts.

- Each publisher requires a signed contract – read it before you sign it!
  - If you need to make changes – edit the contract, sign it and make a copy. Send it back with a self-addressed, stamped envelope along with a request for a signed copy back for your records. Their signature on the contract with your signature indicates your changes were accepted. You don't have to submit your work until this is resolved – although it happens late in the process.
- Each publisher will give you a W9 to fill out
  - In order to get paid you must fill it out, sign it and return it.
  - Keep a copy, file it with your tax records

Each publisher wants to know who you are and wants to brag to their audience that they have you.

- have a picture available to send if requested in the guidelines
- have a stock bio on hand that speaks to your credentials – have a few different versions available – long and short
  - Be sure to include info on yourself and your family – in our industry we love the personal connection – don't be shy and be proud of all you've done.

# follow up

- be sure to know when to expect your piece back – don't hesitate to request it back if it seems to be taking too long
- obtain copies of printed material per your agreement; request more!
- request tear sheets or overruns

# benefits of being published

- recognition as a professional in the industry
- recognition as someone who has command over the technique/idea
- great way to show off your work even if it's not the subject of the article
- opportunity to expand your business and promote yourself
- leads to more opportunities
- great satisfaction in a personally achieved goal