

Types of articles

- ***Informational/Technical***
- ***Interviews***
- ***Application stories or case studies***
- ***How-to***
- ***News stories***

Basic article elements:

- **Descriptive Headline:** “Measurement Equipment Validates Race Car Components”, Laser Sintering Helps Build a Hot Electric Motorcycle
- **Informative Deck:** “Industrial design competitions are reaching out to more engineers than ever before, and with the latest technology, it’s easier than ever to produce a physical model.”, “There are a lot of job functions within a company that require access to CAD drawings, but do not required the stringent capabilities of expensive CAD design tools.”
- **Full body copy:** Typical page in a 7x10 magazine runs about 600 words with one photo.

clear statement of what the article is tackling
paragraph on what to expect from the article (or background information)

paragraph or two specifying any tools or devices needed (for how-to articles)

body of the copy (see above for general approach)

wrap-up and conclusion

- **Supplying artwork:** Always include graphics, even if the magazine doesn’t ask for them. This can include drawings, charts, graphs, or photographs.

- **Captions for artwork:** Supply captions offer different or additional information from the article itself. Also include credits if needed.

- Sidebar information: if any part of the article can be segmented out for more detail specifically to something important, then do that in (usually) fewer than 500 words and include its own artwork if appropriate.

- Editing: Have someone else edit everything you write before emailing or mailing it to an editor.

Getting your business started:

- Publish anywhere: online (even your own blog), newspapers, local magazines, national papers and magazines.

- Create a portfolio: this can be done in an online format and a print format. I often send a list of links to previously published pieces.

- Contact editors: look up the editors of a magazine you wish to approach and give them a call (start with an associate editor unless you are well-known in the industry). Also, go to pertinent tradeshow or conferences and meet editors face-to-face.

- Hand in a professional piece: always send in your best effort, along with the best graphics you can acquire.

- Work both sides of the table: Freelancers can write pieces and sell them to magazines or they can work for a company that needs pieces written and pitch them to magazines. The latter pays better, but it's often good to work with editors in both ways. If you work for a company, consider producing additional pieces from the same article, including white papers, technical notes, pamphlets or brochures, video scripts, etc.