

Swinging Both Ways: Editors Who Write

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Top Tips for Success

From Barb (www.fullstopcommunications.com):

- ✓ Be part of the solution, not part of the problem
- ✓ Remember Barb's 3 Rs of magazine writing: Rates, Rights, Respect
- ✓ Know what you're worth and why

From Kathe (klieber@videotron.ca):

- ✓ To make yourself indispensable to your clients, provide the 3 Es: energy, eclecticism, and extreme reliability
- ✓ Expect your clients to give you the 3 Ps (so to speak): pleasant behaviour, professional conditions, and prompt payment
- ✓ Become your clients' resident "English expert" by wearing various hats (in my case, writer/editor/translator)
- ✓ Be businesslike
- ✓ Generate repeat business

From Julie (www.clearandcompelling.com):

- ✓ Invest in a website
- ✓ Focus on what you make per hour, not on what you're paid per word
- ✓ Keep your clients happy: it costs more to develop new clients than to maintain old ones
- ✓ Don't worry about producing brilliant prose — just deliver good, clean copy on deadline
- ✓ Specialize to earn more money (but remember that generalists have more fun!)

Websites Worth Visiting

www.agentquery.com – “the Internet's largest and most current database of literary agents”

canadianmags.blogspot.com – the latest news on the Canadian magazine industry

www.charityvillage.com – job postings, resources, and more for Canada's nonprofit sector

www.eriksherman.com/WriterBiz – a blog about the business of writing

www.fenton.com – great resources on non-profit advocacy and communication

www.forcopywritersonly.com – articles, books, and courses for copywriters

www.freelancesuccess.com – “the ultimate resource for established, professional non-fiction writers”

www.jeffgaulin.com – a job board for Canadian journalists and writers

www.mastheadonline.ca – headline news, careers, and resources for the Canadian magazine industry

www.merx.com – a listing of tenders in Canada's public sector

owl.english.purdue.edu – the Purdue Online Writing Lab

www.paullima.com – resources for writers

Recommended Reading

Florio Graham, Barbara. *Five Fast Steps to Better Writing*. Ottawa: Opus Mundi, 1985.

Glatzer, Jenna. *Make a Real Living as a Freelance Writer: How to Win Top Writing Assignments*. White River Junction, Vermont: Nomad Press, 2004.

Harper, Timothy, ed. *The ASJA Guide to Freelance Writing: A Professional Guide to the Business, for Nonfiction Writers of All Experience Levels*. New York: St. Martin's Press, 2003.

King, Stephen. *On Writing: A Memoir of the Craft*. New York: Scribner, 2000.

Lamott, Anne. *Bird by Bird, Some Instructions on Writing and Life*. New York: Anchor Books, 1994.

Phadke, Suneeeti, and Lynne Gaetz. *The Writer's World Series*. Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006.

Slaunwhite, Steve. *Start & Run a Copywriting Business*. North Vancouver: Self-Counsel Press, 2005.

Zinsser, William. *On Writing Well*. New York: Harper Collins, 25th anniversary edition, 2001.

Organizations of Note

American Society of Journalists and Authors (www.asja.org) – for independent non-fiction writers

Canadian Freelancers Union (www.cfunion.ca) – for independent workers in the media industry

Professional Writers Association of Canada (www.pwac.ca) – for freelance non-fiction writers

The Writers' Union of Canada (www.writersunion.ca) – for published book authors

Opportunities for Easy Money

✓ For newspaper and magazine writers, affiliate with Access Copyright (www.accesscopyright.ca)

✓ For book authors, register with the Public Lending Right Commission (www.plr-dpp.ca)