

Contents

List of figures	vii
List of tables	viii
List of contributors	ix
Foreword	xi
Acknowledgements	xiii
1 Introduction	1
2 Life as a freelance	9
3 Ideas are everywhere	20
4 Market research	39
5 How to pitch successfully	55
6 Turn ideas into articles	72
7 Research and interview techniques	91
8 A cohesive structure	114
9 How to develop a strong style	136
10 Images tell a story	151
11 Copywriting and PR	167
12 Specialist features, columns and reviews	181
13 Interviews vs profiles	212
14 Worldwide markets	233
15 A career in magazines and newspapers	243

MIRIAM PHILLIPS

16	Law and ethics: a rough guide	252
	DAVID MASCORD	
17	Last word: an editor's perspective, with Jonathan Telfer	261
	Appendix 1: Example of a freelance workflow income spreadsheet	267
	Appendix 2: NUJ Code of Conduct	268
	Appendix 3: IPSO – Editors' Code of Practice	269
	Appendix 4: The Society of Authors' Guide to Copyright and Permissions	275
	Appendix 5: Syndicates, news and press cuttings agencies	284
	References	286
	Bibliography	291
	Index	295