

Preparation

- Identify strategy
 - Purpose of the article
 - Can it be “de-clientized”?
 - Audience it should reach - types of publications to query
 - Potential word count and images available
 - Creation and review of abstract
- One at a time, query the publications that:
 - Target the right audience
 - Accept contributed articles
 - Have a strong reputation
- Review publications' author guidelines and narrow choices
- Review potential publications with client if appropriate
- Call editor and ask about sending abstract on the topic and review process - make it clear that you have read the author guidelines.
- Send abstract. Follow up within a week via phone call and email if no response.
- Get acceptance from publication including:
 - Desired changes in article direction
 - Desired number of words
 - Desired number of images
 - Deadlines for drafts and/or artwork
- Review all requirements and deadlines with client and ensure that the objectives are achievable within the stated timeframe.

Draft article

- Create first draft.
- Consider accepted abstract and audience knowledge level as you draft piece.
- Edit and proof article
 - Approach the piece with fresh eyes.
 - Review piece to ensure it follows any author guidelines or that there is editorial permission for any deviations.
 - Revise for content, organization, style and tone.
 - Edit for grammar, structure and spelling.
- Distribute to client for accuracy check.
- Receive edits from client in writing.
- Work through revisions until client approves final file.
- Submit earlier than editor's deadline if at all possible. Ask the editor, very politely, if there will be a chance to see the final product before it appears in the press or online.