

# **Secrets of Profitable Freelance Writing**

**Proven Strategies for Finding High  
Paying Writing Jobs Online**

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Whenever possible, updates will be posted on my site: [NathanSegal.org](http://NathanSegal.org), inquiries and suggestions for future editions should be addressed to Nathan Segal at the Web Site above. Tel. (408) 844-4851.

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## Researching Your Topic

This is where it all begins, where you learn position yourself as a writer for magazines. This will go a long way towards building your credibility as an expert. When clients see articles about you in national (and international magazines) they are likely to treat you with more respect.

In addition to the benefits of having articles in print you can also use magazine writing to make some money for yourself, as well.

## My Number One Research Tool

When I began writing many years ago, things were much different than they are now. Most writing resources were not online and, if you wanted to use them, you needed to visit a large public library or business resource center.

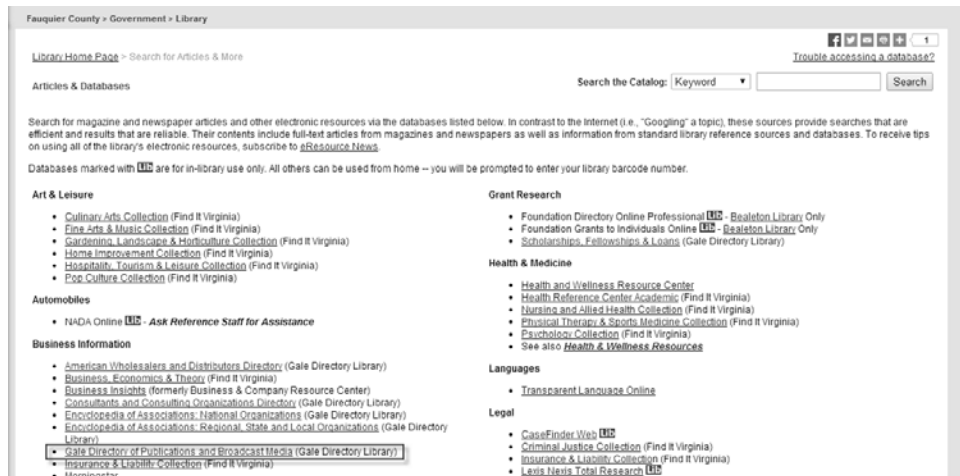
Back then, the number one resource I used was the Gale Directory of Publications and Broadcast Media. These are four large books and to use them, you would need to get help from the librarian. The main branch would be your best chance for finding the directories.

Fortunately, things have changed and it is now possible to access the Gale Directories online, depending on the library. Here, you will learn how these directories work and how they can help you to position yourself as an expert using writing. In the early days, this was all I used and, when you see how powerful they are, you will wonder how you ever got along without them.

To find the directories, visit Google and do a broad search on the keyword phrase, “fauquier library gales directories.” This will bring up many references to different libraries. If you have a library card and you live in a large city, there is an excellent chance that they will have access to this database.



When the web page comes up, click on the second listing.



This brings up the Fauquier Library page. Scroll down and click on the highlighted link.

GALE CENGAGE Learning

New York Public Library Return to Library

Gale's Ready Reference Shelf Preferences | Change Databases | Logout

InfoMark Print E-mail Download Marked Items Previous Searches Dictionary Title List Help

Search Types Basic Advanced

Basic Search

Basic Search ?

Find:  Search

Search for words in:  Entity Name  Keyword

Use the Basic Search form above for simple searches by name or keyword. Go to [Advanced Search](#) for precision searching by industry, geography, or the many other unique data fields supported by individual directory titles.

The directories available for searching include 360,263 entries.

**Directories available in this library:**

- Directories in Print
- Directory of Special Libraries and Information Centers
- Encyclopedia of American Religions
- Encyclopedia of Associations: International Organizations
- Encyclopedia of Associations: National Organizations of the U.S.
- Encyclopedia of Associations: Regional, State and Local Organizations
- Encyclopedia of Governmental Advisory Organizations
- Gale Directory of Databases
- Gale Directory of Publications and Broadcast Media
- Government Research Directory
- International Research Centers Directory
- Publishers Directory
- Research Centers Directory

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Above is the Gale's interface.

Each access point will have different features enabled or disabled. This is due, in part, to the subscription package by the institution and may cause your results to be different as well..

Note that when you use the Fauquier library interface, some of your options are Export, Tips and Guided Tour.



To get a better understanding of how the directory works, watch the Guided Tour video at the top right on the menu bar (it may take awhile to load).

To show you how these directories work, make sure to click on the Basic link in the directory. Here, we will search for the keyword: "travel." We

will also limit what we receive “to data from the current editions only.” Click on the Search button.

The screenshot shows the Gale Directory Library interface. At the top, there are navigation links for 'Fauquier County Public' and 'Return to Library'. The main header includes the Gale logo and 'Gale Directory Library'. Below the header, there are search filters for 'Basic', 'Publication', and 'Advanced'. The search results are displayed under the heading 'Results for Basic Search (Subject=(travel))LIMITS:(LO=(war87747 New)) And (LC=(war87747))'. On the left, there is a 'Quick Search' sidebar with a 'CROSS SEARCH' button and a search box. The main content area shows a list of three directory results, each with a 'Mark' checkbox and a brief description of the organization.

**Quick Search**

**CROSS SEARCH**

**GDL**

You have chosen to search across multiple directories.

Find:

**Search**

Within these directories  
 Within these results

**Narrow Results**

by **Directories**

Amer Wholesalers & D. (6)

**Results for Basic Search (Subject=(travel))LIMITS:(LO=(war87747 New)) And (LC=(war87747))**

**Directories**

Smart Sort: Relevance

Mark All

Previous Results 1 - 20 of 319 GO Next

**1. American Society of Travel Agents** (Encyclopedia of Associations: National Organizations of the U.S., 48<sup>th</sup> ed., 2009)

1101 King St.  
 Alexandria, VA 22314 USA  
 askarta@arta.org  
 http://www.astanet.com

Founded: 1931. Members: 28600. Staff: 95. Budget: 11500000. Officers: William A. Maloney, CTC, Exec. VP/COO.  
 Bestows Awards: Yes. Publications Issued: Yes. Conventions/Meetings Held: Yes. Section: Trade, Business, and Commercial Organizations. Subjects: Travel, Hospitality Industries.

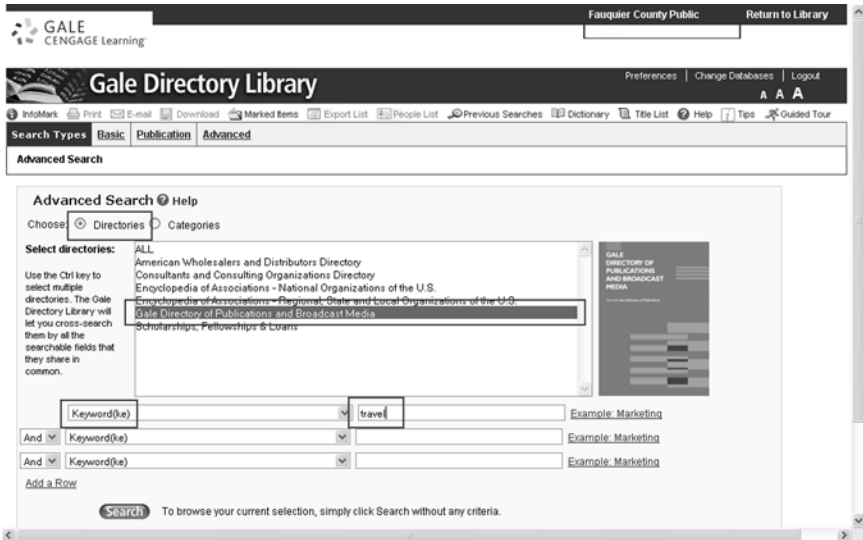
**2. U.S. Travel Data Center.** (Encyclopedia of Associations: National Organizations of the U.S., 48<sup>th</sup> ed., 2009)

c/o Travel Industry Association of America  
 1100 New York Ave. NW, Ste. 450  
 Washington, DC 20005-3934 USA  
 feedback@tia.org  
 http://www.tia.org

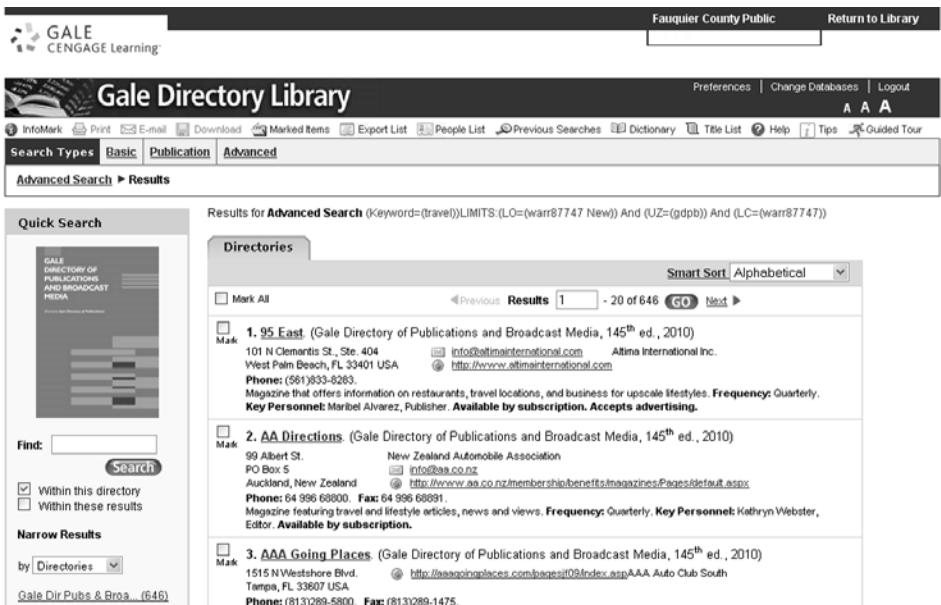
Phone: (202) 408-8422 Fax: (202) 408-1255  
 Founded: 1973. Staff: 10. Budget: 1000000. Publications Issued: Yes. Conventions/Meetings Held: Yes. Section: Trade, Business, and Commercial Organizations. Subjects: Travel, Tourism.

**3. Pittsburgh Business Travel Association.** (Encyclopedia of Associations: Regional, State and Local Organizations, 22<sup>nd</sup> ed., 2010)

The first thing to note about this result is that there are 319 listings. If you were to scroll through the list, you would discover that the search has accessed several directories, which you would see to the right of the heading in each listing. Since we only want to access the *Gale's Directories*, our search is too broad. To find what we are looking for, we will have to use the Advanced Search function.



In the screen shot on the previous page, we have chosen several settings in Advanced Search. These are: Directories, the *Gale Directory of Publications and Broadcast Media*, Keyword and Travel, for our keyword.



This screen shot shows that there are 646 listings here, which is quite substantial. Still, all of these are from the *Gale's Directories*, which will

make it easier to find the magazines or journals we would like to write for. To go forward in the list, click on the next button or, if there is a listing that you want to see, type in a number in the Results box and click on the “Go” button.

Searching through the list, I came across *En Route*, which is a Canadian publication.

<input type="checkbox"/>	<b>153. enRoute.</b> (Gale Directory of Publications and Broadcast Media, 145 <sup>th</sup> ed., 2010)
Mark	4200 boul. St.-Laurent, Ste. 707 Montreal, QC, Canada H2W 2R2
	<a href="mailto:info@enroutemag.net">info@enroutemag.net</a> Rogers Publishing Ltd.
	<a href="http://www.enroutemag.com/e/index.html">http://www.enroutemag.com/e/index.html</a>
	<b>Phone:</b> (514)844-2001. <b>Fax:</b> (514)844-6001.
	In-flight magazine on lifestyle of Canadians (English and French). <b>Founded:</b> 1973. <b>Frequency:</b> Monthly.

There are several things to note about this listing. The first is the name, which is hyperlinked to a listing with more information. Secondly, directly under the publication name (*Gale's*) is an email address and the URL for the Web Site. The Web Site is especially important when looking at the magazine to learn more about the content, back issues, etc. Directly below this area are their phone numbers and some information about the focus of the magazine. To learn more about the publication, click on the hyperlinked name.



## enRoute

Rogers Publishing Ltd.  
4200 boul. St-Laurent, Ste. 707  
Montreal, QC, Canada H2W 2R2

**Phone:** (514)844-2001

**Fax:** (514)844-6001

**Email:** [info@enroutemag.net](mailto:info@enroutemag.net)

**Website:** <http://www.enroutemag.com/ef/index.html>

**Description:** In-flight magazine on lifestyle of Canadians (English and French).

**Founded:** 1973.

**Frequency:** Monthly.

**Printing Method:** Offset.

**Trim Size:** 8 1/8 x 10 7/8.

**Columns/Page:** 3.

**Column Width:** 27 nonpareils.

**Column Depth:** 140 agate lines.

**Circulation Rates:** Not Reported.

**Ad Rates:** Advertising not accepted.

**Subject(s):** Foreign Language Publications; French; Magazines of General Circulation; In-Flight Publications; Travel and Tourism.

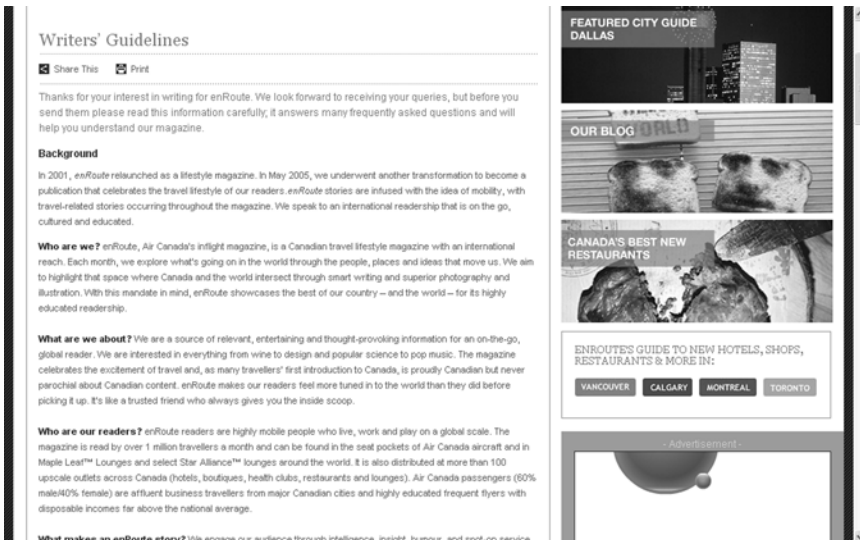
**Full Text** COPYRIGHT 2010 Gale, Cengage Learning

In the expanded listing, there is much more information available. One of the first things to look at is the Web Site URL, which is important for more research. Secondly, the contact information is of the utmost importance. This is where you send your query. Generally, I write to the Editor in Chief (if there is one) because this person is usually the decision maker. Sometimes it is the publisher, though. Note that this is not available here.

Moving down the page, the next item is frequency, letting you know that the magazine is published once per month. Next is the circulation, which is unknown here. However, this is Air Canada's magazine, so there is an excellent chance they pay well. To learn more about the magazine, you need to visit their Web Site.



In this screen shot is some general information about the magazine, which will help you with your research and formulating a query letter.



The next thing to look at is the Writer's Guidelines, which gives you a lot of information about the magazine, their background, their readership, the types of stories they like, etc. They also tell you to look at past issues before you write a pitch and they give you the name of the editor to

contact. More than that, they post their rate (\$1.00 per word) and they pay upon acceptance, within 30 days of receiving your invoice.

In this particular situation, it is relatively easy to find the Writer's Guidelines on this site. That varies, though. When you visit a Web Site and discover it is difficult to find the Writer's Guidelines, here are some tips:

- Look for different headings, such as contributor guidelines or write for us
- Look at the sitemap
- Click on the Contacts or About Us links
- If you have searched thoroughly and still cannot find anything, send a letter to the editor(s) and ask

## Exporting Your Searches

The screenshot shows a search results page with the following content:

Directories Smart Sort, Alphabetical

Mark All Previous Results 1 - 20 of 646 GO text

Mark **1. 95 East** (Gale Directory of Publications and Broadcast Media, 145<sup>th</sup> ed., 2010)  
 101 N Clemente St., Ste. 404 [info@altimateinternational.com](mailto:info@altimateinternational.com) Altima International Inc.  
 West Palm Beach, FL 33401 USA <http://www.altimateinternational.com>  
 Phone: (561) 953-5235  
 Magazine that offers information on restaurants, travel locations, and business for upscale lifestyles. Frequency: Quarterly. Key Personnel: Maribel Alvarez, Publisher. Available by subscription. Accepts advertising.

Mark **2. AA Directions** (Gale Directory of Publications and Broadcast Media, 145<sup>th</sup> ed., 2010)  
 99 Albert St. [info@aa.co.nz](mailto:info@aa.co.nz) New Zealand Automobile Association  
 PO Box 5 <http://www.aa.co.nz/memberstribenefits/magazines/Pages/default.aspx>  
 Auckland, New Zealand  
 Phone: 64 906 68800 Fax: 64 906 68891  
 Magazine featuring travel and lifestyle articles, news and views. Frequency: Quarterly. Key Personnel: Kathryn Webster, Editor. Available by subscription.

Mark **3. AAA Going Places** (Gale Directory of Publications and Broadcast Media, 145<sup>th</sup> ed., 2010)  
 1515 N Westshore Blvd. [http://aaainfolines.com/pages/03/index.aspAAA Auto Club South](http://aaainfolines.com/pages/03/index.aspAAA%20Auto%20Club%20South)  
 Tampa, FL 33607 USA  
 Phone: (813)289-5800 Fax: (813)289-1475  
 Magazine for auto club members and the travel market. Founded: 1962. Frequency: Bimonthly. Key Personnel: Phyllis W. Zeno, Editor, Sandra Kim, Editor. Available by subscription. Accepts advertising.

During the course of searching, you are likely to find many entries that you would like to use. To keep track of them, you would create a Marked Items list. To do so, enable the checkbox beside each entry that is of interest. In this sample, only two checkboxes are enabled.

The screenshot shows a search interface with the following elements:

InfoMark Print E-mail Download **Marked Items** Export List People List Previous Searches Dictionary

Search Types: Basic Publication Advanced

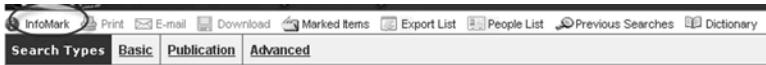
Next, click on the Marked Items link in the toolbar.

Marked Documents (2) [View Publications]

[How to Cite Marked Items](#) [Remove all items from list](#)

Gale Directory of Publications and Broadcast Media(2 saved item(s))	Download
<p><b>1. 95 East</b> (Gale Directory of Publications and Broadcast Media, 145<sup>th</sup> ed., 2010)</p> <p>Altima International Inc. 101 N Clematis St., Ste. 404 West Palm Beach, FL 33401 USA <a href="mailto:info@altimainternational.com">info@altimainternational.com</a> <a href="http://www.altimainternational.com">http://www.altimainternational.com</a> <b>Phone:</b> (561)833-9283. Magazine that offers information on restaurants, travel locations, and business for upscale lifestyles. <b>Frequency:</b> Quarterly. <b>Key Personnel:</b> Maribel Alvarez, Publisher. <b>Available by subscription.</b> <b>Accepts advertising.</b></p>	<a href="#">Remove</a>
<p><b>2. AAA Going Places</b> (Gale Directory of Publications and Broadcast Media, 145<sup>th</sup> ed., 2010)</p> <p>AAA Auto Club South 1515 N Westshore Blvd. Tampa, FL 33607 USA <a href="http://aaagoingplaces.com/pages/09/index.asp">http://aaagoingplaces.com/pages/09/index.asp</a> <b>Phone:</b> (813)289-5800 <b>Fax:</b> (813)289-1475. Magazine for auto club members and the travel market. <b>Founded:</b> 1982. <b>Frequency:</b> Bimonthly. <b>Key Personnel:</b> Phyllis W. Zeno, Editor, Sandra Klim, Editor. <b>Available by subscription. Accepts advertising.</b></p> <p><a href="#">Top of page</a></p>	<a href="#">Remove</a>

This allows you to view all the marked items at once. Be aware that once you log off, these entries are lost.



If you want a record of where you have been that others can see, click on the InfoMark heading at the far left of the menu bar.

Gale Directory Library InfoMark - Mozilla Firefox

File Edit View History Bookmarks Tools Help

<http://find.galegroup.com/gd/findomark.do?markListId=108575&type=markList&prodId=GDL&version=1.0&userGroupName=warr87747&source=gale>

**GALE**  
CENGAGE Learning

**InfoMark**

Copy the InfoMark URL and paste it into another document.  
<http://find.galegroup.com/gd/findomark.do?markListId=108575&type=markList&prodId=GDL&version=1.0&userGroupName=warr87747&source=gale>

Email the InfoMark URL to yourself or others.  
[Email the InfoMark](#)

[Save Marklist as HTML](#)

To preview the HTML page, click on the this link  
Then choose Save As to save this HTML page.

This brings up another window with a URL embedded, which allows you to share this information with others. You can also save the page as HTML.

## Exporting the Lists



The *Gale's* online directory allows you to extract your search information and export the marked list. You have four options, Print, Email, Download and Export List. Note that the download option is gray, meaning that it is not available.

 A screenshot of the 'Gale Directory Library Export Form' dialog box in Mozilla Firefox. The window title is 'Gale Directory Library Export Form - Mozilla Firefox'. The URL in the address bar is 'http://find.galegroup.com/gdl/exportmarklist.do?nP5=true&prodId=GDL&actionCmd=OO\_PREPARE\_EXPORT\_MAI'. The form is titled 'Export delivery' and contains the following fields and options:
 

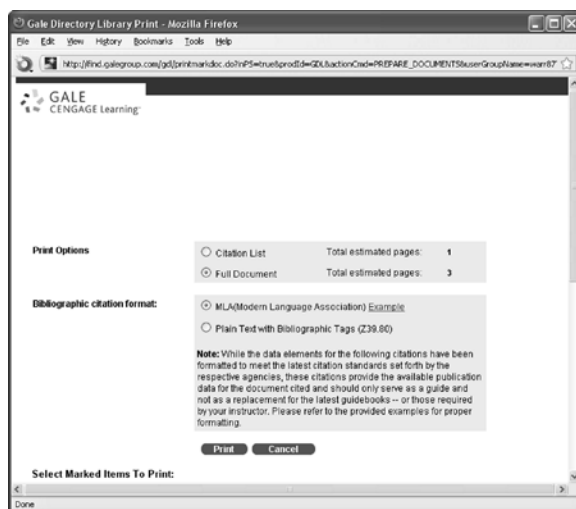
- A warning: 'Data exported from the Gale Directory Library is for individual use only. Resale is not permitted.'
- 'Mail to:' text input field with a note: 'Separate each e-mail address with a semicolon' and 'Send' and 'Cancel' buttons.
- 'Export Options' section:
  - Text: 'Export delivery sends a maximum of 200 records from the results list or 50 records from the marked items.'
  - 'Export format:' with two radio buttons:
    - Common field export/single list (A single export file that only includes the common fields and combines entries from all directories in your results list.)
    - Expanded field export/multiple lists (Separate export files for each directory in your results list. Each includes an expanded set of fields that are unique to each directory.)
  - 'Subject line:' text input field with the value 'Gale Directory Library : Data Export'.
  - 'Message:' text area.
  - Check box: 'Please provide me with additional information about how I can enhance my Gale Directory Library collection. (Don't worry if you've already said yes, we won't send you duplicate information.)'

If you choose the Export option, you will see the following dialog box. Enter your email address, choose which export format you want, the header (or leave it at the default) and an optional message. Click on send and you will receive the message with the list in a CSV format, readable in Microsoft Excel.

**Note:** You can export 50 listings from the Marked Items list or up to 200 entries from the main search results list. **Also, note that the information you download is for personal use only. Resale IS NOT permitted.**

You can export a maximum of 200 records from your search results list or 50 records from your Marked Items list.

## Printing the Lists

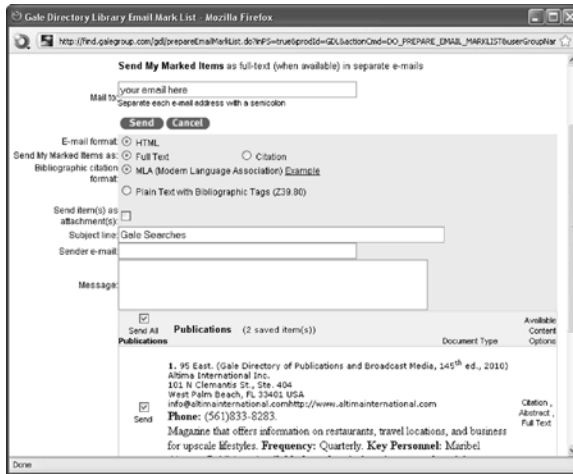


We will now look at the other two export options, Print and Email. To print the marked list, click on the Print button, which brings up the window above. At the top of the browser window, go to File: Print and print the page. If you have the Adobe Acrobat PDF extension installed, you can use that to print to PDF, which you can store on your computer, as well as printing it for later use.

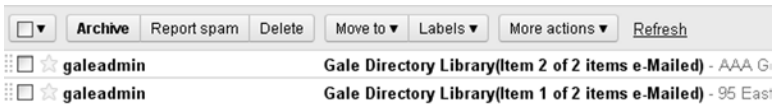
**Note:** If you want to print an entry from the main page, do not use File: Print there, because it will print everything that you see. Use the Print heading in the main menu bar instead.

## Emailing the Lists

Our last option is to email the lists by individual entry. You can send this to yourself or other people, if you wish. To get started, click on the email link in the menu bar.



In the dialog box above, enter your email address, and enable whether you want HTML, Full Text, Citation, MLA (Modern Language Association) and/or Plain Text with Bibliographic Tags. You can get the search sent as an attachment, enter a subject and enter your email, if you are sending the information to someone else. When you send the message, you will get a confirmation message.



This is how the listings will appear in your email program.

## Conclusion

You now have the basics in place to successfully search and download information from the *Gale's Directories*. Note that you can use the same interface for searching other directories. You can also use the keyword functions to narrow down your searches.