



Teleclass with Linda Formichelli

Querying with Confidence

Tuesday, October 13 at 8:30 pm ET (Remember that's PM, not AM! Also, please verify the time of the teleclass in your own time zone.)

Thanks for participating in my teleclass on Querying with Confidence! We're going to go over a couple of recent successful magazine queries and I'll show you how to incorporate the elements into your own pitches — and then we're going to talk about why you need to ditch the fear and pitch magazines *now*!

Please take the time to read over the handout before the teleclass, and have it handy during the class as I'll be referring to it.

Before We Get Started: Teleclass Etiquette Rules (Even renegades need *some* rules!)

Is this your first teleclass? Well, it's mine too, so we'll learn as we go along! Here are some basic guidelines to help make the teleclass successful for everyone:

- Use a landline for the best phone reception for you and for others in the class. If you must call in from a cell phone or internet phone, please be prepared to either mute

yourself or hang up and call back on a different line if you bring an echo or static to the call. Speakerphones are not recommended since they pick up all background noise and can disrupt the call for others.

- Not sure what time the class starts in your time zone? Use the Time Zone Converter at <http://www.timezoneconverter.com/cgi-bin/tzc.tzc> to find out when it's 8:30 pm ET where you live.
- Disable the "Call Waiting" feature on your phone. To do this on most phones, dial *70 before dialing into the teleclass call. After you hang up, your call-waiting feature automatically resumes. However, it's best to check with your telephone company provider or cell phone company.
- Turn off the ringer to the second line when using a multi-line phone.
- Use the mute feature on your telephone, if you have one, to prevent other callers from hearing background noises. If you don't have a mute button, to mute during the call simply press *6 on the number pad. You can unmute by pressing *6 again if you have a question during the Q&A time.
- Please stay close to the base unit if you are using a cordless phone. Otherwise, the static can ruin the call for everyone.
- Do not put the teleclass on hold if the Hold feature on your phone plays music or other sounds. It's very difficult to conduct a class over the music or commercials piped in from your Hold feature. If you must put the call on hold, please hang up and call back when you are ready to rejoin the call.
- Announce yourself when you join the teleclass: your name and, if you like, the city you are calling from.

- Please hold your questions/comments until you've been prompted to ask a question or invited to comment. Please keep your comments/questions concise.
- Please do not give out the teleclass phone number and PIN codes to others who haven't RSVPed. There is limited space on the bridge line.
- You may not record the teleclass. I will be recording the class for those who can't make it. If you object to being recorded, please don't attend the teleclass. (You can always get a recording later, but you'll miss out on the limited-time free offer I make later in the class!)

To Dial In

Conference number: 218-895-0763

Passcode: 2244#

This is not a toll-free number. If you have unlimited long distance, you won't pay for the call, but if you pay for calls by the minute, it will appear on your bill.

Here is the link where you can access the participant keypad controls:

<http://www.freeconferencepro.com/support.aspx>. This will tell you how to mute the call, how to get help, and more.

Let's Get Started!

Please read the following two successful queries.

A. This article idea was accepted by a newsstand business magazine. (Some details have been changed.)

Hello! [friend] suggested I contact you...she mentioned that you have an editorial meeting tomorrow, so I hope I'm getting this to you on time!

For your Hobbies section, I'd like to propose an article on entrepreneur Jane Smith, a bridal industry entrepreneur who practices cage fighting.

By day, Jane Smith, 28, runs Bride Ventures, a Boston-based business she co-founded with four other entrepreneurs that rents handbags to brides. By night, the petite Smith heads to the local mixed martial arts gym, pops in her mouth guard, and practices striking, takedowns, and sparring with men twice her size.

Mixed martial arts (MMA) is also known as cage fighting, because fighters battle it out inside a ring surrounded by a five-foot-tall vinyl covered chain-link fence known as a cage. The sport incorporates kickboxing, boxing, wrestling, jiu-jitsu, and other fighting arts into one contest. Cage fighting started out as a no-holds-barred style of martial art, but after it was bashed as a "human cockfight," most famously by John McCain, the league instituted rules in the early 2000s that make the competitions less brutal. Today, MMA is close to becoming the fourth most popular major American sport, overtaking hockey. People practice MMA all over the U.S., and they do it to improve their fitness and learn to defend themselves. Women are welcome, and mixed martial arts practitioners are not required to compete.

For Smith, the gap between renting sparkly things to brides and wrestling with macho men isn't as wide as you might think: Smith says her martial arts hobby is not only the perfect sport for risk-taking entrepreneurs — it also helps her navigate the male-dominated world of raising venture capital. "I'm a member of an angel investor group in Madison, and I'll never forget the first day I walked in there," Smith says. "They were all men...if you could have put a cartoon thought bubble over their heads, it would have read, 'Sorry, sweetheart, the Mary Kay convention's down the hall.' Mixed martial arts has allowed me to be more in touch with my aggressive side and comfortable dealing with men."

Bride Ventures, which started in the summer of 2007, now has five full-time and two part-time employees. "We spent two years raising angel money and running the beta website and getting everything figured out," Smith says. "We saw the opportunity was bigger than what we'd be able to raise from angel investors, so we approached venture capital firm and closed last August."

Smith has invited me to watch and even participate in a mixed martial arts class at her gym in Boston. For this profile, I'd not only highlight a female entrepreneur in a male-dominated sport, but I'd also illustrate the parallels between martial arts Smith entrepreneurship. I would also supply photos of Smith in action (see photo of Smith below).

I've written for such publications as Entrepreneur's Business Start-Ups, Business.com, Deliver (the direct marketing magazine of the US Postal Service), USA Weekend, Writer's Digest, Woman's Day, and Wired News. I also have five years' experience in the martial arts, so I know how to illustrate mixed martial arts in a clear and fun way for your readers (and hopefully to make it through one of Smith's classes!). May I write about Jane Smith for you?

B. This article idea was accepted by a newsstand women's magazine. (Some details have been changed.)

Hi, [Editor],

I hope you're doing well! I received your e-mail saying that you're looking for [department] ideas. I haven't come up with any of those yet, but for your Living Great section, life coach Janet Doe and I would like to pitch an article called "The To-Don't List: Ditch Your Shoulds!"

We all have to-do lists that, when unscrolled, would reach to the floor. Between home and kids and work (and school and relationships and volunteering), we're running from sunup until sundown trying to cross tasks off our lists. At the end of the day we crumple into bed, exhausted — only to do it all over again the next day. We try to get all these things done so we'll have time for family and fun — but when does that time come?

And then there all the obligations that aren't on a typical to-do list, but that feel like chores nonetheless, such as letting complaining friends bring us down, taking on pain-in-the-rear clients at work, and creating different meals for each picky member of the family.

Enter the To-Don't List, which will help [magazine's] readers get rid of the onslaught of "shoulds" in their lives so they can have more time with their families, more fun — and more sanity. In this article, Janet and I will help readers determine:

- Which tasks on their to-do lists are not important or urgent and can be safely deleted. When you have a giant to-do list, *everything* seems important — but every list has at least one item that would make no difference in your life if it were left undone. For example, one thing to ask about each item is, "What difference will this make in one year if I don't do it? In five years? Ten years?"
- Which bigger-picture To-Don'ts to try. There's more to the To-Don't List than daily drudge chores: Readers will learn how to become more joyful by deleting negative attitudes, draining relationships, and more.
- How to pare items from their lists sans guilt. Even if we know that an item on our to-do list (or a negative friendship, or a self-defeating attitude) is not worth the effort, contemplating deep-sixing it can bring on feelings of guilt.

Janet's clients have gotten a lot out of her To-Don't List exercise. For example, "I did not get up at 5 am this morning to exercise," says one client. "I slept in until 6:00 and then

went downstairs to exercise. It was great sleeping in!" Another client notes, "I am not going to clean out the garage and I am not going to clean out the closet in my husband's office. Both of those can wait until next year."

Every [magazine] reader has a list of "shoulds" that drag her down — but that she can easily dismiss with few to no repercussions on her life. In "The To-Don't List: Ditch Your Shoulds!" Janet and I will help readers ditch the list — and feel good about it. The article will include quotes from "women on the street" who have used the techniques we recommend.

Janet Doe is a life coach who has helped more than 1,000 clients through her phone and e-mail coaching. And I'm a freelance writer who has written for you at [magazine], as well as for Health, Redbook, USA Weekend, Women's Health, and Family Circle.

May we write "The To-Don't List: Ditch Your Shoulds!" for your Living Great section?

Thanks so much, and I look forward to your reply!

What do these queries have in common?

1. Take advantage of contacts.
2. "Opposite" ideas.
3. Show you know.
4. Mag-style ledes.
5. Quotes.
6. A full view.

7. Why I am great.

8. Why this article is for you.

9. Ask for the sale.

Get Guts

1. Waiting to send the "perfect" query?

2. The difference between sending out an imperfect query and sending out no query.

3. Getting over follow-up fear.

4. Get moving!

A Special Offer for Teleclass Participants

I'll be offering you a secret-special discount and goodie. Please don't share the details with anyone outside of the teleclass, as I can't afford to make this offer for everyone! This offer will be valid only for two days — starting with the conclusion of the teleclass and ending on the evening of October 15, 2009.

Q&A

If you have a question during the Q&A time, please unmute your line (using your phone's Mute button or by pressing *6 on your keypad). Tell me your name and ask your question. Please keep it concise and try to keep your questions related to the topic of the teleclass.

Happy Writing!

I hope you enjoy the teleclass. Please tell your friends to sign up to receive details on future teleclasses by subscribing to the teleclass e-mail list at <http://writeformagazines.com/free-teleclasses-for-writers/>. Thanks!