

Instructor: Scott Hays
English X452 Getting Published, Getting Paid as a Freelance Writer
7:00 p.m. to 10:00 p.m., UXH 162-163
Phone: (949) 306-3290
Email: Shays123@aol.com

UNIVERSITY OF CALIFORNIA EXTENSION, IRVINE
ENGLISH X452
Getting Published, Getting Paid as a Freelance Writer

Course Description: Whether you're a new or established writer, take what you already know and turn it into a successful freelance career. This 10-week interactive workshop will help you gain insights into how to ferret out markets, write compelling query letters, conduct interviews, wow editors and get paid. Each class combines instruction, in-class exercises and critiquing sessions in a healthy and respectful environment. Gain new perspective and enthusiasm to enhance your vision to become a successful freelance writer. But take note: This is not a theory class, but a hands-on, realistic approach to earning money as a freelance writer. Course open to beginning, intermediate and advance writers.

REQUIRED READING

HANDBOOK FOR FREELANCE WRITING
Proven Strategies and Real-World Advice on Every Aspect of a Freelance Writing Career
by Michael Perry
NTC/Contemporary Publishing Group, Lincolnwood, Chicago, Copyright 1998
ISBN# 0-8442-3256-4

LEARNING OBJECTIVES

Upon completing this course, students should be able to:

1. Generate a marketable story idea, write a compelling query letter, and target the appropriate editor/magazine.
2. Know how to professionally present material by using fiction writing techniques in a non-fiction format.
3. Approach editors and cultivate their support for assignments.
4. Distinguish between writing for a business-to-business publication and a general consumer publication, and identify how much each market pays.
5. Take personal inventory of assets and liabilities, experiences, finances and personality to find a niche in the freelance market.

Evaluation of the student will be based upon the following items:

1. Executing a pre-writing strategy for potential freelance articles.
2. Writing original query letters and magazine articles.
3. Answering questions and assessing orally and in writing the writing of others in peer evaluation groups formed in class.
4. Editing final drafts of original writing to prepare for submission.

Your final grade will be calculated based on the following:

- | | |
|------------------------|--------------------|
| 1. Written Assignments | 80% of final grade |
| 2. Class Participation | 20% of final grade |

CLASS ONE

Topic: Goals and Objectives—Interactive workshop about each student’s class expectations and career goals. Tips for beginners and how to get started.

CLASS TWO

Topic: Marketing Story Ideas—Class discussion on how to generate a marketable story idea. This is a lot harder than it sounds. Most writers struggle to find that one unique story angle that will interest an editor. In-class exercises and critiquing session will allow students to present their story ideas.

CLASS THREE

Topic: Research Techniques—Research is often the last thing freelance writer’s think about. This class will focus on research techniques, how to use the Web to track down information, and how to mold the research into a marketable story idea.

CLASS FOUR

Topic: Query Letters—Students will learn how to write a compelling query letter and target the appropriate editor/magazine. In-class exercises and critiquing session.

CLASS FIVE

Topic: Story Structure I—Class discussion on how to structure a story and how to write effective copy for an editor. Emphasis on how to use fiction writing techniques in a non-fiction format.

CLASS SIX

Topic: Story Structure II—Class discussion continues on how to structure a story and how to write effective copy for an editor. Also, how to write for the Web.

CLASS SEVEN

Topic: B-to-B vs. General Consumer—Students will learn how to approach editors and cultivate their support for future assignments. Class discussion on the difference between writing for a business-to-business publication and writing for a general consumer publication, and how much each market pays. Also, students will have the opportunity to bring their query letters/magazine articles to class for review.

CLASS EIGHT

Topic: Assets and Liabilities—Interactive class where students will take personal inventory of assets and liabilities, experiences, finances and personality to find a niche in the freelance market. Also, students will have the opportunity to bring their query letters/magazine articles to class for review.

CLASS NINE

Topic: Prospecting and Self-Promotion—Freelancers often forget to prospect for future assignments, and to promote themselves and their work. This aspect of a freelancer’s career often takes up just as much time as the writing. Class discussion on how much time should be spent marketing and selling, and how to promote yourself. Also, students will have the opportunity to bring their query letters/magazine articles to class for review.

CLASS TEN

Topic: The Business of Writing—A freelance writer must know how to run a business that specializes in writing—usually but not always from home. This class will focus on running specific aspects of a freelance writing career. Also, students will have the opportunity to bring their query letters/magazine articles to class for review.