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freelance writing

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member spotlight

small publishers

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AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*
DECEMBER 2008



AHP FOR THE RECORD DECEMBER 2008 ISSUE

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PRESIDENT'S MESSAGE DO YOU KNOW AN EQUINE VISIONARY?

UNIQUE AWARD HONORS EXTRAORDINARY ACCOMPLISHMENTS

BY: JENNIFER BRYANT, PRESIDENT

One of my favorite moments at the annual AHP seminar is the presentation of the Equine Industry Vision Award, sponsored by Pfizer Animal Health and presented by AHP. Instituted in 2002, this honor recognizes "outstanding leadership, creativity, and meritorious contributions in the equine industry," according to the written description.

The Vision Award differs from other horse-industry honors in several ways. One is that it is not awarded within the confines of any single breed or discipline. Another is that an award recipient may be an organization or a person; the first (and, to date, only) organization to thus be recognized was the American Quarter Horse Association in 2004.

Take a moment to ponder: How many organizations and individuals have made sweeping, visionary contributions to the horse industry? Not too many. So far, besides the AQHA, AHP and Pfizer Animal Health have recognized the late Alexander Mackay-Smith, founder of numerous organizations including the US Pony Clubs and the US Combined Training Association (2002); Don Burt, who raised the bar at organizations including the AQHA, the American Horse Shows Association (now US Equestrian Federation), and the US Equestrian Team (2003); the late John Ryan Gaines, founder of the Kentucky Horse Park in Lexington (2005); Stanley F. Bergstein, a leader in the harness-racing industry and a past

AHP president (2006); David O'Connor, US Olympic eventing gold medalist and current president of the US Equestrian Federation (2007); and Sally Swift, Centered Riding author and rider-biomechanics pioneer (2008).

Do you know of someone (or some organization) whose accomplishments and contributions stand up against this illustrious list of past honorees? Then please nominate him, her, or it for the Equine Industry Vision Award. Nominations for 2009 are due February 2. Download complete guidelines and a nomination form at www.americanhorsepubs.org.



PHOTO COURTESY DANIEL K. LEW
Sally Swift - 2008 Winner

AHP MEMBER SPOTLIGHT SHERI FORREST



Sheri Forrest is a freelance writer, researcher and photojournalist, largely specializing in the equine industry. She is published regionally, nationally and abroad—most recently in *The Reiner*, *Performance Horse* and *The Cutter*. Along with over 30 years of experience as a horse owner, breeder and competitor, her background is supplemented by twelve years in software development where she held positions responsible for market research and acquisition, business-to-business relations, print advertising and sales management. She can be visited at <http://www.sheriforrest.com>

When did you fall in love with horses?

My mother had a love of horses as a young woman and, when I was born, she immediately passed this on to me. She had me on a horse before I could walk, so horses have truly been a lifelong love of mine. Also, my grandfather was a cattle rancher and farmer in Central California. He gave me my first pony on my 3rd birthday. I can't remember a time when my favorite place to be wasn't atop a horse! I ventured into the show arena in Western and English competition by the age of 10 and was competing nearly every weekend throughout high school. After college I returned to the arena riding cutting and reining horses. My primary personal focus these days is cutting competition, though my writing encompasses multiple disciplines.

Your writing reflects a clear passion for language and writing. How did you discover it?

Much like my early affinity for horses, I recall leaning toward writing as a method of expression early on in life. I found that writing my thoughts was much more natural and effective for me than verbal communication. Throughout school, English was always my favorite subject. In college, I chose to major in English (with an emphasis on expository essay) and also in Business Administration (with an emphasis on Marketing). I found the English major both challenging and frustrating. I had one professor in particular who was hard on my inexperienced style and often criticized my use of colloquial terms and "sappy" writing tendencies! He also sharpened my skills at "proving" my statements. While I truly found his classes an intense uphill battle, I find myself thankful 20 years later for the drudgery of his hard-nosed approach! I also believe the Business major was helpful in streamlining my writing to a more condensed and straightforward style.

How did you first get people to pay you to do something you love doing?

I primarily spent the first half of this life utilizing my education in Business Administration in the software technology industry. When I had the opportunity to make a conscious career change several years ago, I answered an ad for a freelance writing position with an equine publication on the West Coast. I was aimed at turning my two great loves in life – horses and writing – into a potential career. That particular publication happened to be in a pinch at the time for a writer who could cover a major event; and that first article became my foot in the door. After writing a couple of articles for that magazine, I targeted two other publications, offered my first couple of published stories as reference, and landed a few more assignments. I think timing was on my side, because the assignments just kept coming. I gave myself one year to generate a sustainable income. I had decided that if that didn't happen, I would return to my previous line of work. Fortunately, I've been very blessed with a continuous stream of assignments ever since!

Is there any advice you wish you'd received when you started freelance writing?

Don't underestimate your potential...and be ultra-organized. I didn't realize how in-demand competent and reliable writers are in this business. If you have talent for the written word, are thorough in attacking a topic and consistently meet deadlines...I believe there is unlimited work to be had by freelance writers.

Since I've been working freelance, I've certainly become much more organized with my time in order to survive! Taking on multiple assignments without a daily, weekly and even monthly time management

plan can be a disaster, especially if you want to ever get any sleep. It takes a truckload of discipline to organize your work day and manage your time. I finally learned how much time various types of articles will take me to complete and, with some conscious effort at pre-organizing my work month, have a realistic idea of how much work I can handle simultaneously. By budgeting time like a commodity, a writer can avoid becoming over-committed, which leads to all kinds of problems.

Are there any writers you read for inspiration and, if so, why?

There are several individuals in this business whose work I read when I need a good shot of motivation or to rejuvenate my grit as a writer.

Betsy Lynch, former editor of multiple equine publications, is smooth, professional, effective and gracious in both her writing and her business skills. And she never seems to get flustered! Betsy is a class-act and it shows in her complete, well-thought-out prose. I find reading her work to be extremely inspiring.

Katie Tims, the current editor of *Quarter Horse News*, is another author whose work gets me jazzed. She is very edgy and writes with a lot of courage; that is, she researches her topics thoroughly and is not afraid to put her well-analyzed opinions in ink.

I'm also an admirer of Glory Ann Kurtz, the former and founding editor of *Quarter Horse News*. She's a very intelligent writer whose been kicked around by the politics of this business, yet has managed to maintain her commitment, directness and the respect of her peers. Her writing is factual, straightforward and enlightening.

Pat Feuerstein, the founding editor of *The Reiner* magazine is also a source of inspiration for me. Pat is not only an accomplished horsewoman; she is a master interviewer and an accomplished writer. She has the ability to make her subjects seem like the most important person in the world. Consequently, the insight she gathers produces an absolute confidence in her writing. I'm honored whenever I have the opportunity to work with any of these women.

How do you promote yourself and get jobs these days?

I like to plan months ahead. If I find that I have a break between assignments, I will contact one or two of my editors and let them know that I'm available in the coming quarter and see if they have any particular stories in mind. I also review the themes of their upcoming issues and see if I have any ideas for pertinent articles. Then, when I get an idea for a story, I will contact the editor I think would be most interested in the topic and pitch the story.

Also, when I come across either publications or editors that I admire but have yet to work for, I will contact the editor and inquire as to their need for freelance contributors. I offer samples of my work, should they be interested, and refer them to my website in order to give them an easy way to review my experience.

Has the current economy had a noticeable effect on your business?

I have noticed some publications taking more work in-house and using freelancers slightly less to keep their costs down. Should the workflow begin to significantly decrease, I would consider that a prime opportunity to venture out to other publications and broaden my experience. There are several magazines I would like the opportunity to write for, but haven't had the time to pursue them.

What do you believe to be the future of equine publishing?

I believe technology will continue to streamline the way we do business. I currently conduct the majority of my business via email and this has allowed me to work more efficiently with greater flexibility. I also think continuing advances in technology will only serve to benefit the equine publishing industry. While I don't believe print media will become obsolete, I think the expansion of online media just opens the door for increased opportunity for both writers and publications.



MARCH 4, 2009

THE MOST IMPORTANT DEADLINE OF THE YEAR FOR AHP MEMBERS!

It's time to select your entries for the AHP 2009 Awards Contest for material published in and dated 2008.

Awards Contest Rules and entry forms are available online at

www.americanhorsepubs.org



Here are some of the new or changed items for 2009.

NEW ELECTRONIC MEDIA CLASSES

Entries must be submitted by a URL that links directly to the entry. A signature from the publisher/owner is required to verify the entry was published in 2008. Use the Electronic Media entry form.

The following four website classes will be judged on design, frequency of updates, content, and service to the equine industry. Only the URL and a Statement of Purpose are required on the entry form.

- **Equine-related Website**

(requires membership in this category)

- **Corporate Associate Equine-related Website**

(requires membership in this category)

The Associate Equine-related Website member must be affiliated with an AHP Corporate, Nonprofit or College/University members to enter.

- **Publication Associate Equine-related Website**

(requires membership in this category)

The Associate Equine-related Website member must be affiliated with an AHP Publication member to enter.

- **Individual Associate Equine-related Website**

(requires membership in this category)

The Associate Equine-related Website member must be affiliated with an AHP Affiliate or Student member to enter.

THE FOLLOWING CLASSES ARE OPEN TO ALL AHP MEMBERS:

- **Equine-related Blog**

Entries must have been published online at an AHP member website in and dated 2008. A signature verifying published dates must accompany entry. Entry must be submitted as a URL that links directly to the article or series of articles.

- **Equine-related Video**

Entries must have been published online at an AHP member website in and dated 2008. A signature verifying published dates must accompany entry. Entry must be submitted as a URL that links directly to the video.

- **Online Equine-related Advertisement (Still)**

Entries must have been published online at an AHP member website in and dated 2008. A signature verifying published dates must accompany entry. Entry must be submitted as a URL that links directly to the advertisement.

- **Online Equine-related Advertisement (Animated)**

Entries must have been published online at an AHP member website in and dated 2008. A signature verifying published dates must accompany entry. Entry must be submitted as a URL that links directly to the advertisement.

CLASS REVISIONS

- Service To The Reader (print) class is now divided into only two circulation divisions: under 20,000 and 20,000 and over.
- Publication Staff Advertisement class is now divided into only two circulation divisions: under 10,000 and 10,000 and over
- Online News Reporting: News Breaking Story, Online News Reporting: Related Feature Story; Online Service To The Reader Article, and Equine related Newsletter (Electronic) classes have been listed under Electronic Media.

2009 MEMBERSHIP REQUIRED

In order to enter the 2009 Awards Contest, you must have paid your annual membership dues for 2009. First renewal notices have been mailed. If you did not receive your renewal notice or have misplaced it, please contact Chris at (386) 760-7743 or ahorsepubs@aol.com immediately.

AHP STUDENT AWARD CONTEST OFFERS ADDITIONAL AWARDS IN 2009

For 2009, AHP has expanded the Student Award contest awards to include up to three \$750 travel awards to attend the AHP seminar in New Orleans, Louisiana on June 25-27, 2009, and have an opportunity to meet leading equine publishing professionals and discuss career possibilities.

One of the travel award winners will be selected at the seminar as the 2009 Student Award winner. The Student Award winner will win a cash award of \$1,000 plus an all expense paid trip hosted by Publishers Press to one of their Two-Day Customer Education Seminars in Louisville, Kentucky, to have a unique experience to learn the printing process.

High school seniors or undergraduate college students during the 2008-2009 undergraduate college year, with at least one semester before graduation, are eligible to enter the 2009 contest. All qualified applicants will receive a complimentary Student annual membership, a complimentary Student registration certificate for the annual seminar and a critique of their resume. The AHP Student Award Contest is open to residents of the US and Canada only.

Student Award applicants are required to send a completed application form plus additional information by March 16, 2009. Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org/students/student_award/

IMPORTANT DEADLINE DATES

Equine Industry Vision Award

Nominations due: February 2, 2009

2009 Annual Awards Contest

Entries due on or before March 4, 2009

2009 Student Award Contest

Applications must be postmarked no later than March 16, 2009



WORLD EQUESTRIAN GAMES 2010 INFORMATION

Media Credentialing

To register to receive credentialing application information, please log on to

www.feigames2010.org/mediaregister.aspx.

To discuss ideas and coverage plans before and during the Games, contact Amy Walker, public relations manager at awalker@feigames2010.org or at 859-255-2010 ext. 235.

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2010 Alltech World Equestrian Games Housing Bureau
Short's Sports & Events
A division of Short's Travel Management
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Phone: (859) 255-2010 Ext. 231
Fax: (859) 254-0179
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AHP NEW MEMBERS

PUBLICATION MEMBERS

Living Cowboy Ethics

Foundation journal celebrating the west

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1209 Michigan Avenue

Alamogordo, NM 88310

Phone: 575-434-8998

Fax: 575-434-8992

wcreynolds@mac.com

www.paragonfoundation.org

Scope: International

Frequency: Quarterly

Uses Freelance: Writers and Photographers

CORPORATE MEMBERS

Cover-All Building Systems, Inc.

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Saskatoon, SK, Canada S7P 1A4

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Cover-All Building Systems is the leading manufacturer of steel-framed, membrane buildings. Cover-All® buildings are available in clear-span widths up to 300 feet and are pre-engineered to meet structural requirements. Behind each Cover-All® building is a worldwide team of dedicated professionals, an ISO 9001:2000 certified manufacturing facility, and continual investment in product research and development.

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Contact: Jon Jackson

211 SW Theodore O'Connor Circle

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Equine assisted psychotherapy organization

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4680 Polo Lane

Atlanta, GA 30339

lissa@flyingchanges.org

www.flyingchanges.org

The first of its kind, Flying Change is a nationally recognized 501(c)3 charitable organization that partners rescued horses in equine assisted psychotherapy with abused and at-risk teens to help them heal and thrive.

Potomac Valley Dressage Association

Contact: Janet Geyer

9961 Green Valley Road

Union Bridge, MD 21791

Fax: 301-898-1224

jgeyer@ix.netcom.com

www.pvda.org

www.pvderideforlife.org

The Potomac Valley Dressage Association (PVDA) is the second oldest dressage club in the U.S. Founded in 1964, PVDA promotes the art and sport of dressage by providing leadership, education, scholarships and competitions.

The Galileo Press Ltd.

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JAWendell@aol.com

www.galileoobooks.net

Galileo Press Ltd. is a 501(c)3 small press publisher, specializing in poetry and literary fiction.

COLLEGE/UNIVERSITY MEMBER

Wilson College

Equine Journalism

Contact: Dr. Michael G. Cornelius

1015 Philadelphia Avenue

Chambersburg, PA 17201

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717-264-1578

mcornelius@wilson.edu

www.wilson.edu/wilson/asp/content.asp?321

The Wilson College major in Equine Journalism provides in-depth knowledge of Equestrian Studies in conjuncture with the foundations of Journalism. Courses in Equestrian Studies offer comprehension of equine anatomy, horsemanship, and horse-related industries. Courses in Journalism and writing teach the basics of AP style, conventions of journalism, public relations, feature writing and media ethics and practices.

AFFILIATE MEMBERS

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Gloria is a licensed acupuncturist and Chinese herbalist. She is the author of the Equine Acupressure Therapeutics Workbook Series, and writes for a number of equine journals on the subjects of holistic horse health, acupuncture, acupressure and herbal medicine for horses. She is the founder of Whole Horse Herbs.

Ryan Gingerich

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Ryan Gingerich's 17-year involvement in equine behavior training has him known as "The Behaviorist" and is the name of his TV show which appears on RFD-TV. His magazine articles and ads appear in Western Horseman, Horse & Rider, Hoof Beats, California Riding, Ride and Western Times, and many others.

Christina Handley

Equestrian photography, online image library

Christina Handley Photography

RR #2

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Phone: 705-454-3761

chandley@nexicon.net

www.christinahandleystock.com

Christina is a freelance stock photographer who has been in business since 1997. Christina's online image library is growing steadily. It currently has over 16,000 high res photos available for instant download. Some of her clients include USEF, Horse Illustrated, SmartPak, Dover Saddlery and many more. The stock site is user friendly. You can search by category or keyword or we can put a lightbox together for you.

Christy West

Website design/consulting, writing, editing

SkyGirl Media Productions

109 Holly Hill Court

Advance, NC 27006

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Christy's lifelong experience with horse care and rising, coupled with degrees in equine science and journalism and a powerful interest in electronic media, make her uniquely suited to cross-platform equine publishing. Her work has appeared in several publications including *The Horse*, *The Blood-Horse*, *Horse Care*, *Parachutist*, *American Farriers Journal*, and *TheHorse.com*.

EQUINE-RELATED WEBSITE MEMBERS

LeslieDesmond.com

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Keene, NH 03431

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Fax: 603-357-7851

advertising@equinejournal.com

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HoofBeatsMagazine.com

Online presence of Hoof Beats

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SMALL BUT MIGHTY HOW MUCH IS MY MAGAZINE WEB SITE WORTH?

BY: RYAN DOHRN, BRAIN SWELL MEDIA

To expand your presence online will require time, money and proof that revenue will be forthcoming. After all, why would you spend time and money to expand your web presence if there is no revenue to come from the venture? So, how do you predict the revenue to come online? It is more than a mathematical equation. There are three critical components to the calculation; circulation, the potential advertiser pool and internal sales staff commitment.

Circulation is not only a measurement of your magazines reach, but a great way to gauge potential Web users to your existing or new web site. A Web site without a magazine is just a web site. A magazine without a web site is just a magazine. Together, you have a very powerful force that is hard to stop. Industry experts agree that the best way to promote your web site is through your magazine. The ability to push users from the fiber environment to the cyber world is mission critical and it is not hard to accomplish. Whether you choose to run contests or you choose to enhance your fiber articles with digital side bars, you must make a commitment to grow your cyber/fiber relationship. Your reader base as calculated through your circulation gives you a very accurate view of potential web users that may come to your web site. In most cases, 45% of your Web users will be subscribers. This means that if your circulation is 10,000 you can comfortably count on being able to bring over 5,000 users to your web site. Since our experience tells us that most users will view 4.7 web pages per visit, this means you can comfortably count on 23,500 potential page views per month. This is an important figure to your revenue planning. In addition, if you are not getting this traffic and currently have a web site, you may be doing something wrong.

Identifying your potential advertiser pool is also critical to your online revenue exercise. You can identify those that may run on your web site by looking at advertisers that

are running on the web sites of your competitors. Another great way to find out if advertisers will embrace your online plan is to simply ask them. Tell each of your sales reps to ask their top 10 clients how much they plan to spend online in the next ad season and then follow that question up by asking how much they will spend with you online if your web site is up to par with the competition. A big mistake I see often is that a magazine publisher assumes that there is a potential advertiser pool when there is not one. Another great strategy is to share your online business plan with your advertisers. Get them excited about what you are doing online and what you will be doing online to benefit them. All successful strategic web site plans have the advertisers in the plan from the first word that is written.

People are most passionate about projects when they are asked to participate in the plan. This is a management technique that I have been preaching for many years. It very much applies to the online revenue exercise because when sales people are told what they have to sell rather than being asked to develop the sales opportunity they are less effective due to their nature of rebellion against being told what to do. Type A sales people are very easy to predict. Their attitudes, natural tendencies and performance are easy to manage if you recognize the obvious. If your sales team does not embrace your web site plan, why would you expect them to be effective in selling the web site? You can not sit back and say that they have to sell because it is their job. Sure, they will sell because they are good soldiers, but they will never soar because they do not believe in the plan. Many times management will create the wrong selling situation and then become frustrated when sales goals are not met. Most often these situations can be avoided by putting a representative on the strategic planning team for the new web site. While I am not advocating a democracy, I am advocating that you get your sales team involved in the project from day one. They are in the field each day and only they know what advertisers are asking about. If your sales team is not 90% on board, you can have the best web site in the industry, but your revenue potential will suffer.

Now that you have these three pieces of data, you can begin to develop your revenue potential. Based on the circulation example above you will have 5,000 potential web users per month. They will then look on average at 4.7 pages per visit. That means you should or will have the potential to serve nearly 25,000 page views each month. Take the number of ads you have on each page times your potential page views to determine how much ad inventory you have to sell. If 25% of your 70 advertisers are ready to get online that is 17 potential advertisers. You have determined that 50% of your sales staff is excited about selling the web. That means you have 8 potential sales. In most cases it has been my experience that you can charge 25% of your full page rate as a price base online.

Planning is important, but do not get lost in the planning process. Use the data you have to build your revenue plan and then grow the rest of your internet strategy from there.



Ryan Dohrn is President and founder of Brain Swell Media, an internet consulting firm that specializes in helping magazine publishers make money online. Join the Brain Swell Publishers Club and have monthly access to online webinars and other online revenue building tools.

www.BrainSwellMedia.com

FREELANCE WRITING FILLING IN THE GAPS

BY: AUDREY PAVIA, AFFILIATE MEMBER

One of the most difficult aspects to being a freelance writer is the lack of steady income. Some months, assignments come with great regularity. Other times, assignments are few and far between. If you rely on your freelance income to make ends meet, those down times can really hurt.

These days, many freelancers are feeling the pinch. The lagging economy is affecting publishers in a big way, and ad sales are down for many magazines. When ad sales drop, so do page counts, resulting in less need for editorial. Assignments have become scarce for many freelancers who normally have to turn down work. The situation is similar in the book publishing world where a lot of publishers have a freeze on new projects, especially horse titles.

So how do freelancers survive during tough times such as these? You need to be flexible and creative. Here are some ideas for getting by until things get better:



Get Yourself Going!

* Be assertive about finding work. Call editors you haven't spoken to in a long time and let them know you are looking for work. Don't wait for assignments to come to you.

* Consider lower-paying markets. When times are good, it's easy to turn down work that doesn't pay that much. But if you are hurting for assignments, consider publishers that wouldn't normally be able to afford you.

* Go temp. If you are really hurting, consider signing up with a temp or contract agency. When the economy is bad, companies often rely on temporary employees to get the job done rather than traditional hiring. If you live in a major metropolitan area, you may be able to sign up with an agency that specializes in editorial work. If not, settle for an administrative assignment until the publishing industry picks up.

* Take a staff job. Pursuing a staff job is difficult for freelancers who have worked hard over the years building their own business. Going back to the 9 to 5 work world feels like a failure after enjoying the freedom of being self-employed. Do what you must to pay the bills, and consider it temporary. Continue to do freelance work on the side. You can always return to full-time freelancing when the economy gets better.

Audrey Pavia is an award-winning writer specializing in animals, science and nature, and general non-fiction. This long-time freelancer and former editor for Horse Illustrated is now a freelance writing and editorial consultant as well as the author of numerous books including the best seller Horses for Dummies. She can be visited at www.audreypavia.com, by writing audrey@audreypavia.com or at 951-582-9653.

TINY TECH TIPS

BY: JEREMY LAW, EDITOR

Shared wisdom is horribly underrated. To combat its marginalization, I'm including a tiny tech tip here with the hope of saving some of you time and trouble.

During recent research of a client's product, I managed to pick up some malware—a trojan "dialer" to be specific. Despite having my anti-virus, firewall and two anti-spyware programs set rather aggressively, the trojan took hold and hijacked my PC's browser. I could search on popular engines like Google and Yahoo!, but clicking on any of the search results only led me to findsuff.com.

I tried 6 highly recommended anti-malware programs and scanners, and only one found the offending trojan. Malwarebytes' Anti-Malware software located and removed all the bits and pieces of the dialer and solved the problem. Better yet: the program is small and it's free at <http://www.malwarebytes.org/mbam.php>



TALES FROM THE HOME OFFICE “CREATIVE” NO LONGER A FOUR LETTER WORD

BY: JEREMY LAW, EDITOR

We can't say the same for “dreamer,” “idealist” or “romantic.” But, we can say we have entered the age of the creative person because this is the age of doing more with less. Subsequently, there's room for creativity at every level in every company.

Creative freelancers are increasingly important to employers with waning budgets who still want fresh perspectives.

Creative inside employees are invaluable, as they must find new ways to work and remain efficient even after taking on the responsibilities of recently departed colleagues.

The greatest demand for creativity, however, is on the leadership of our industry. It will fall to these individuals to get the most out of everyone working for them—and these days they'll have to find other motivators than pay raises or expensive supplementary training. A dedication to fostering good morale and an engaged workforce will prove to be the greatest weapon against a company's failure.

Clearly good morale is essential to a company's success because people work better when they're happy. An oft-referenced survey of twenty thousand information technology workers conducted by *Information Week* revealed much of what encourages good worker morale.

Money wasn't even in the workers' top 3 motivators. Challenging work and responsibility ranked first, followed by flexibility and a stable work environment. Money ranked fourth. With less money to go around these days, this fourth-place ranking should be encouraging for today's business leadership.

Many industry leaders have done well by thinking creatively, but this economy will put even the most creative leaders to the test.

Fortunately, we are in a naturally creative industry. Ours is a community of people drawn together by a love of writing, photography, illustration, literature, publishing, design and maybe even a love of horses.

The creativity at the heart of our industry will be what drives our success. And if we keep our collective chin up, it will be easier to find more ways to do great work with fewer resources. Ultimately, we'll be better, stronger—and happier—for the challenge.

