

## Sharpening the angle

- What is your particular story about?
- What is it **really** all about?
- Need to define the story clearly to sharpen its focus.
- Remember our values model: which one of those values have you addressed?
- Have you connected to one of the pillars of the publication?
- What audience will your story satisfy?
- What is it all about:
  - subject (broad topic)
  - slant (direction, angle)
  - scope (breath of coverage)
- Examine the magazine to determine how to refine the topic idea into a sellable article.
- Next, review the four factors to evaluate the publication:
  - the magazine focus
  - the magazine niche
  - audience composition
  - interests of its audience
- Once you've identified a potential market and have researched the topic enough to understand the scope of the topic in the context of these magazines, ask yourself:
  - How big can I make it? (universal elements that make it good for horizontal focus and audience)
  - How small can I make it? (or is it best suited for a vertical magazine with a more narrow focus and specific audience)
- Now, craft a short title (3-5 words) and a deck (like a subtitle—30 words or fewer)