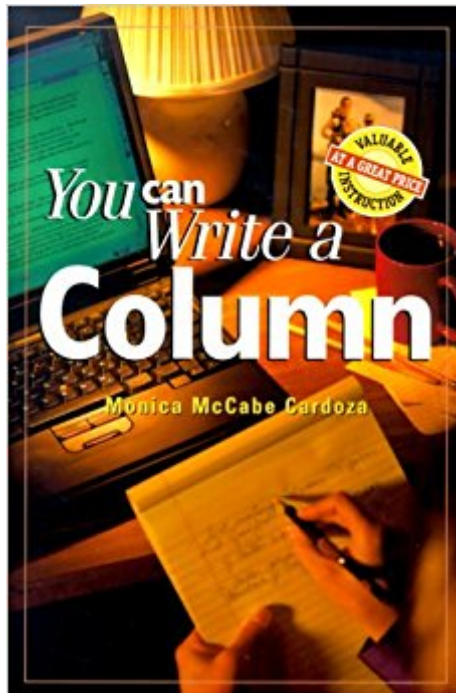




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You Can Write A Column (You Can Write It!)



Synopsis

Authored by an esteemed columnist and former editor for the New York Times Syndicate, this book teaches readers how to write and sell any type of column for newspapers, magazines, and the Internet.

Book Information

Series: You Can Write It!

Paperback: 120 pages

Publisher: Writer's Digest Books; 1st edition (April 2000)

Language: English

ISBN-10: 0898799244

ISBN-13: 978-0898799248

Product Dimensions: 9 x 6 x 0.4 inches

Shipping Weight: 12.6 ounces

Average Customer Review: 3.6 out of 5 stars 7 customer reviews

Best Sellers Rank: #3,137,877 in Books (See Top 100 in Books) #59 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines](#) #4520 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction](#) #10942 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Fiction](#)

Customer Reviews

I bought this book. One year later, my brand new newspaper column won First Place Humor Column with the National Society of Newspaper Columnists.

This is the first book I've read that walks you through the different aspects of writing and selling a column. It is well thought out and it gives the new and would-be columnist the key information needed to actually succeed as a columnist. You do not feel patronized by an "expert" which happens with some how-to books. You are simply given a good set of tools that you can put to work right away. I highly recommend it.

This is a good but very basic introduction to column writing. I was hoping for more. Still, it seems to be the only thing out there on the subject and if column writing is your dream it would do you well to check this book out.

This packs a lot of information into a little over 100 pages. I was particularly impressed with the list of sources in the back, opening some avenues I didn't previously know existed. I did find it a little disconcerting that after hammering "research your market" home again and again, she chose a few columnists as examples that admittedly stumbled into the business. I very much liked Part Three "Selling the Column," but found that much of the middle section, "Writing the Column," was too vague and general to be of great use. Some of the information in Part One "Before Beginning" was useful. Overall, I would say that the information in the third part was well worth the cost of the book. If you are looking to get into this part of the newspaper business, this book may be a great timesaver for you. I think it has given me a head start and a good direction to follow. In future editions however, I would like to see more specifics on the writing and formatting, and less space devoted to the columnist that is out to stop anyone from getting into his niche. What an egotist! That was two pages and several references wasted. His appears to be a mail order company that uses his column as an outlet, not what most columnists are shooting for, I would assume. Although I would wish him the best of luck in his endeavors, personally, I do not feel his addition added anything to this book, whereas the inclusion of the other columnists was very inspirational and informative.

I thought the book was very discouraging to the readers. I think you can be realistic without saying - basically unless you are extremely lucky, you don't have a chance to be a columnist. I felt the book was always on the cusp of giving useful information. Then just before it was getting good, the author would stop short and start a new topic. I think the author could have gone into topics in a more detailed manner, instead of paragraph long diatribes on why this is really never going to happen for you.

As an aspiring columnist, I found the book informative and discouraging. Good information on getting started, researching the market, making contacts. Discouraging about availability of opportunity and rates of pay. Disappointing that only three columnists were interviewed for examples, and that one, who writes for free, says he has tactics in place to keep all new people out. Whatever....

This little guide is helpful to the beginner. However, it left me right where I began. I have a column, how do I market it? Marketing isn't covered and it would be helpful to focus on this area, especially in today's competitive market.

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