



WORKSHOP MENU

Writing & Selling Freelance Articles

With Rhonda Whitton

This practical course is for those who want to write and market freelance articles to newspapers and magazines. Participants learn basic journalism skills as well as how to turn a vague idea into a well written and marketable feature article.

Participants are introduced to the following:

- developing marketable ideas for feature articles
- planning and structuring an article to suit the requirements of a particular publication
- targeting publications
- writing the all important Intro, as well as main body and end
- how to critique your writing
- research and interviewing techniques
- dealing with editors
- layout conventions.

Rhonda Whitton has the following qualifications:

- BA (Journalism),
- Diploma of Vocational Education and Training
- Certificate IV Workplace Assessment and Training
- Certificate in Quality Management.

She also co-ordinates, and teaches in, the Professional Writing & Editing Diploma at the Gordon Institute of TAFE, Geelong - (half time basis). Rhonda delivers corporate training on all aspects of writing and conducts seminars, masterclasses, workshops throughout Australia for writers of all genres. She has worked as a university HR practitioner for 21 years, specialising in academic issues, special projects and corporate writing. Rhonda is also a professional freelance journalist, writing for newspapers and magazines and has published the following:

- *The Australian Writer's Marketplace (five editions)*
 - *A Decent Proposal: how to sell your book to an Australian publisher*
 - *Mission Possible: how to make money from your writing*
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