

7-2005

First Things First: Writing Strategies

Marilyn L. Grady

University of Nebraska-Lincoln, mgrady1@unl.edu

Follow this and additional works at: <http://digitalcommons.unl.edu/jwel>

 Part of the [Educational Administration and Supervision Commons](#), and the [Women's Studies Commons](#)

Grady, Marilyn L., "First Things First: Writing Strategies" (2005). *Journal of Women in Educational Leadership*. 156.
<http://digitalcommons.unl.edu/jwel/156>

This Article is brought to you for free and open access by the Educational Administration, Department of at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Journal of Women in Educational Leadership by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

FIRST THINGS FIRST: WRITING STRATEGIES

Marilyn L. Grady

Finding a Niche!

Finding a niche for your writing is essential. If you are writing for publication, then you want your manuscript to appear in print. Consider if the topic is “publishable.” Some topical areas are saturated, so writing in these areas may be futile. If journal editors do not have space in a journal, or interest in a topic, the manuscript will not be published. It also would be wise to determine “which topics are hot” and “which topics are not.”

Part of finding a niche includes identifying topic areas that are most productive and most marketable. Will it be possible to write more than one article about the topic? How many journals will be interested in the topic? It helps to assess the “dry wells” and “dead ends” early in a writing career.

Become familiar with the journals and their reputations. Some journals are extremely prestigious and have extremely low acceptance rates. Some journals have large circulations. Some journals are sponsored by professional associations. Some journals are national, some are regional, and some are state-based. Some journals accept only data-based articles. Some journals accept practitioner articles. Some journals are topically specialized. Identify the specific journals you will submit your work to before you begin to write. This will help in writing to the journal’s submission guidelines and in writing for the audience of the journal. You should identify several potential journals for your writing.

Submitting your writing to the “wrong” journal wastes your time and the time of the journal editor. Identifying a topic that is productive, marketable, publishable, and “hot,” may lead to a more satisfying writing outcome. Knowing the journals, their audiences, and their expectations is essential information for the successful author.