

### Editor's Desk

Welcome to this issue of *The Write Place*. I'm just catching up after a short break in Cornwall. The weather wasn't perfect but there were lots of brisk coastal walks and some wonderful gardens to visit. Coming from colder northern climes – Manchester – I never cease to be amazed by the wonderful lushness of the sub-tropical gardens in that part of the country. If you live there, and you're reading this, please excuse the tinge of envy that's creeping in.



*Diana Nadin*  
Director of Studies

But enough of that! If you don't already subscribe to our monthly newsletter, Ezee Writer (<http://www.writersbureau.com/e-zee-writer/>), then I'd like to suggest that you go and have a look at the most recent issues. In each one we have a section called 'Expert Advice' which is usually an article written by one of our tutors. The advice in the March and April issues is provided by Simon Whaley and it really is invaluable. In March he explains how to get multiple articles from one idea (something that every writer dreams of) and in the April issue he has a round-up of some of the best writers' conferences and get-togethers that will be taking place this summer. If this whets your appetite for polishing your skills and networking at the same time, then there's still time to book yourself a place on most of them.

Plus, if you do subscribe to Ezee Writer, you'll receive our 'course of the week' offers which give you a discount off a wide variety of Writers Bureau courses.

As usual, we're going to start this issue with news of some of our students' successes.

### Student Successes

We can't always measure success by the amount of money that's been earned – sometimes it's the satisfaction of having completed a course or the pleasure involved in studying a specific subject that matters. So the first email comes from James W who has been working on our Complete Copywriter Course:

*I've finally completed the Copywriting course.*

*I should have done so a year ago, but, with one assignment to go, allowed myself to become terribly distracted and only came back to it recently.*

*I enjoyed it thoroughly – and was much helped by having a terrific tutor. The feedback on each assignment proved invaluable. I don't know how others approach this part of the course, but I found it a great help to redo each exercise with my tutor's comments in mind. This really helped reinforce the advice given.*

*Not sure what I'll do now I've finished. Start another course, possibly – who knows?*

*Whatever, it's been great fun and, curiously, I find it's helped kick-start my creative writing. So, for that alone, I'm grateful.*

# Student Successes

We really don't mind students not sending in their assignments regularly if they are making good use of their time like Jenny L who wrote to her tutor with the following update:

*I just wanted to let you know that I'm still writing even though I haven't submitted any assignments for a while. I'm struggling to fit writing into my life but am working on a plan for the future. I will get onto my next assignment as soon as I can.*

*I've had a couple of successes. Just had something published in the Family section of the Guardian. Also, I got Bella's star letter of the week a while back in October, a letter published in Love it!, a tip published in Healthy magazine Sept/Oct 2012 and an anecdote in Readers' Digest in 'You couldn't make I up'.*

*So, I'm up to £165 so far.*

And to prove that magazines can take their time to publish your work – so you should never give up – Judith D has this to say:

*How about this – I am so excited. I had a phone call this morning from 'YOURS' magazine saying they would like to publish my nostalgic article 'I Love to Go a Wandering' (assignment 6). Following the phone call, I received an email and agreement letter – they are going to pay me £100.*

*It was last May when I sent it to them. I enquired a couple of times and they kept saying they would like to publish it but it would take a while – and sure enough, they have.*

And talk about earning your course fees – and more – with one article! John B emailed his tutor:

*Just wanted to let you know that I got this article and another published in The IMIS Journal and was paid £500 for each article...I have also been commissioned to write two articles a quarter in 2013 for the same amount.*

Finally, Swatee C is another student who has impressed editors so much with her writing that she has been given a regular commission:

*Like I said earlier I have started getting paid for my articles, and am enclosing the details.*

*'Exposed' – a short story for Women's Era magazine – INR1000; 'What's killing the male libido' – an article for Women's Era – INR600; Tips for Microwave Cooking – an article for Women's Era – INR600; 'Six Superfoods you Must Include in your Child's Diet' for a Britannia Industries supplement – INR2085; 'Five Foods for your Child', for CHILD magazine. Have also been invited by the Managing Editor of Women's Era magazine to contribute regularly to its magazines: Women's Era, Alive and their e-editions. The articles are being sent as and when.*

Congratulations to all of you! Once again, if you'd like to share your successes either post on the forum or email me ([dianan@writersbureau.com](mailto:dianan@writersbureau.com)) with the details and we'll give you a mention in the next issue.

# Five Minute Interview

## Looking at the lighter side of life

Come on readers – surely someone other than Bruna D has a joke to tell? I'll be really disappointed if I don't have something witty to print next month – with a different name on it! In the meantime here's Bruna's latest, plucked from the forum:

*Last night, my kids and I were sitting in the living room. I'd been thinking all day and there was something I just had to get off my chest. I turned to them and said,*

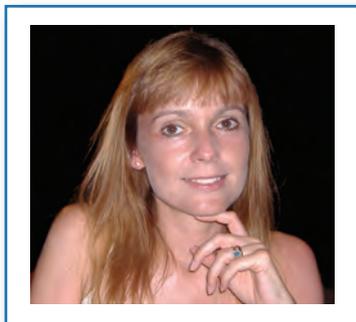
*“Hey boys, listen. I never want to live in a vegetative state, dependent on some machine and fluids from a bottle. If that ever happens, just pull the plug.”*

*They got up, unplugged the computer, and threw out my wine!!!!*

*The little pests...*

## A Writer's Life!

My guest this issue is Esther Newton. She started as a Writers Bureau student, was very successful and now tutors for us. We like having ex-students as tutors – they know the ropes, can empathise with their own students and, above all, they show that our writing courses really do work. So over to Esther...



### **When did you decide that you wanted to be a writer and what triggered this?**

During my first year at secondary school, we had to write an adventure story. It was a long-term project and unlike anything I'd ever done before. I loved creating a scene and characters in my mind. They soon took on a life of their own and the story just flowed. I realised then that I'd found something I wanted to do for the rest of my life.

### **You've adjudicated writing competitions in the past – what would be your top tip for those entering their stories?**

My top tip is to think outside the box. A judge often reads hundreds of entries. To be on the short-list, your entry needs to stand out. If the competition has a set theme e.g. a ghost story, the judge doesn't want to read story after story about an old mansion, haunted by a ghost from Victorian times. If you can offer him something different, say the ghost of a computer or a setting he won't expect, such as in the middle of a crowded beach in Benidorm on a sizzling, sunny day, it'll make him sit up and take notice and your entry will stand a greater chance of winning.

### **When you're writing a short story do you plan it meticulously before you start, or do you let it develop as you write it?**

Ideas for short stories come to me at all times of the day, or night, as well as in all sorts of places – from when I'm scrubbing the kitchen floor, to sitting in a car park, to cleaning my teeth! I'll then jot my ideas down and the story begins to develop from there. My outline is always very loose as I usually find that once I've written the idea down, my mind likes to work at it building

# Nearer Home

and building all the while until the story comes together as a whole. The writing is then the easy part.

## What do you most enjoy writing?

I love the diversity of writing articles, letters, fillers, short stories and books, as well as being a copywriter. It keeps my writing fresh and I always have something different to look forward to. Though, if I had to choose a favourite, it would be fiction. I love taking a character, a theme, an object, even a tiny thread of an idea and asking the question 'what if?'

## Who is your favourite author – and why?

My favourite author is Kate Atkinson. Her characterisation is the best I have ever read. She has such a way of making you care about the characters and by the end of the book, you feel you know them as well as your own family.

I also love children's books. Cornelia Funke is a particular favourite author. Her book, 'When Santa Fell to Earth' is a magical, captivating read and makes me believe in Father Christmas again.

## You also tutor on our Copywriting Course. If you could give one piece of advice to students, what would it be?

One very important tip for any student embarking on a career in copywriting is to make sure you read the brief very carefully and to check anything you're not sure of. If you don't adhere to the brief specified or if

you try to guess what the client wants and get it wrong, the client is unlikely to use your services again.

## Nearer Home

This month's staff profile focuses on Sian who runs our accounts department. So, next time you email to check that your fees

have arrived, or want some advice on the best way to enrol, you'll be able to visualise who is dealing with your query.

*I came to the Writers Bureau for my work experience and instantly fell in love with the place and the people.*

*When I was ready to leave school there was a position going in the accounts department. I was so pleased when I was offered the job and here I am 12 years later. I have studied my AATs and learnt a lot at the Writers Bureau.*

*The people at WB are like my second family, after all I have grown up here. There's not many people that can honestly say they love their workplace... I guess I'm just lucky!*

[Note: I've been with Writers Bureau for a lot, lot longer than Sian but I can certainly echo her final paragraph!]



*Sian Johnston*

# Competition Time

## 2013 Short Story Competition

Our 2013 Short Story Competition is accepting entries until 30th June. There is prize money totalling £1100 with a first prize of £500. The fee is £5 per story and to enter online or print off an entry form visit [www.wbcompetition.com](http://www.wbcompetition.com)



## Freelance Market News

Don't forget, if you're a subscriber to Freelance Market News (<http://www.freelancemarketnews.com/>) you get a 20% discount off your entry fee for the annual Short Story Competition – £4 instead of £5 per story. In addition, they run their own monthly competitions with the chance to win £50 plus publication in the newsletter. The competitions vary and are a mixture of poetry, short stories and non-fiction – so there's something for everyone. Plus the newsletter has a whole page of writing competitions run by other organisations each month. So, if you enjoy this type of writing, it's definitely worth subscribing so that you can build up your own library of competitions.



## Special Offers

Because our Short Story Competition is currently running we thought we'd theme our offers around short stories in this issue.

If you've already written a short story to send off to a magazine, ezine or competition, why not get it checked out by one of our tutors? Take advantage of our Review and Appraisal service until the end of May and you save 10% on the usual the price.

Visit [www.writersbureau.com/writing/review-appraisal.htm](http://www.writersbureau.com/writing/review-appraisal.htm) for further details of how the service works.

# Special Offer

**Save £50  
on How to Write  
For Competitions –  
and Win**

**(Students Only)**

# In Conclusion

## In Conclusion

The latest issue of Chapter and Verse (our ezine written by students and edited by them) is now available in the student area – just log in to read it and submit to the next issue.

And that brings us to the end of our round-up of what's going on at the Writers Bureau, but until the next issue, you can keep up-to-date by joining the Student Forum, or following us on Facebook and Twitter.

If you have any queries about your course, just contact [studentservices@writersbureau.com](mailto:studentservices@writersbureau.com) and if you've any comments or suggestions regarding this newsletter I'd love to hear from you – [dianan@writersbureau.com](mailto:dianan@writersbureau.com). The spring is sprung, the grass is riz... and I just hope your creativity is rising with it! Until next time...