

Using the Market Analysis Chart

The process of completing the Market Analysis Charts for the magazines you are interested in submitting manuscripts to is time consuming, but it is an investment that will pay off in time saved and, hopefully, in sales. To complete the Market Analysis Chart you will need writers' guidelines, sample copies, and the latest edition of Sally Stuart's *Christian Writers' Market Guide* that is released each year in January.

Explanation of Categories

DENOMINATIONAL BACKGROUND & BELIEFS – I do not like labels, but for charting purposes they are necessary. It is possible, however, that we may not have the same perspective regarding what these labels mean. You need to get a feel for the magazines you're interested in submitting to. Know what they believe and never compromise your beliefs in order to make a sale. Also, resist the temptation to try and convert the editor and his readership to your beliefs.

DEMOGRAPHICS – Magazines that advertise may have readership surveys that they will send to freelancers upon request. I've noted where the readership is predominately male or female, single or married, or high school or college. That does not mean the magazine is not read by the people in the other group.

BUSINESS DETAILS – Editors appreciate writers who pay careful attention to the business end of their writing.

Rights – If possible, avoid selling all rights.

Simultaneous Submissions – Bullets mean they will simultaneously consider first or one time rights. Reprints, by their very nature, are apt to be simultaneous even if you only send them out one at a time. I've often had a reprint under consideration somewhere and had another editor see it in print and request permission to reprint it.

Queries – If a magazine says a query letter is required, than you must query. Manuscripts will be returned unread.

Seasonal Submissions – You can get a lot of mileage from reprints of your seasonal articles if you keep sending them out at the appropriate time to non-overlapping markets.

THEMES – Important to request this information. It gives you a real edge.

TYPES OF MANUSCRIPTS – These are not the only kinds of manuscripts editors are interested in, but they are the most likely ones. Again refer to writer's guidelines for specifics.

Biblical teaching articles – includes doctrinal articles and Scripture based how-to's for Christian living articles.

Testimonies – These are not limited to just salvation testimonies.

DOLLARS AND HOURS

Pays on Acceptance/Publication – Try to avoid pay on publication markets with first rights manuscripts if you know nothing about the magazine.

Amount of Payment – Some editors do not provide this information in their guidelines although you may find it in market books. Pay is often little (or nothing) writing for Christian periodicals, but the eternal rewards cannot be measured in dollars in cents. Your writing is a ministry as well as a business.

Reporting Time – These are broad averages. Editors are busy people and your manuscript is just one of hundreds under consideration. Don't inquire about your manuscript until several weeks after the end of each of these reporting periods. Be patient and get to work on something else!