

Fitness Writing: Blogs, Websites and Magazines

Presented by Amanda Vogel, MA #WorldFitnessExpo
 ~ canfitpro Toronto 2018 ~
 @amandavogel (Twitter) ~ @amandavogelfitness (Instagram) ~ www.FitnessTestDrive.com (blog)

Start With Your Goals

Knowing your goals for fitness writing will help you choose the best platform(s) to pursue. Why do you want to write about fitness? What skills/knowledge do you bring to the table?

YOUR GOALS: Prioritize your goals for fitness writing/blogging from most important to least important (e.g., 1=most important; 10=least important).

GOAL	Priority score	GOAL	Priority score	GOAL	Priority score
Local platform/exposure		Use blog or byline to sell services/products			
National or global platform/exposure		Educate the public about health/fitness			
Make money (significant revenue stream)		Create additional career opportunities			
Make money (a little extra cash)		Build larger social media following			

From Pitch to Publish

- Three steps to getting your articles published:
 - 1) Target Audience/Publication or Blog
 - 2) Query
 - 3) Write article (and do it well!)
- What to include in a query email: *editor's name, lead, specifics/packaging, expertise, clips*

PITCH TO PUBLISH: Build an article from the idea stage to the end result/promise.

YOUR BIG IDEA! ↓	
Angle ↓	
Hook ↓	
Details ↓	
Packaging ↓	
PROMISE: A clear vision of: “What’s in it for the reader?” (Think in cover lines.)	

- Why not just send the entire article? → voice/style (audience), assignment parameters, payment/platform goals

Packaging (And Re-Packaging): The Key To Your Success As a Fitness Writer / Blogger

- Definition of “packaging” in writer/editor lingo: _____
 - Three steps to successful article packaging:
 - 1) Where’s the Story? (broad vs. focused; one main direction)
 - 2) What will the piece look like when it’s published? (This is about organization, not visuals.)
 - 3) Platform for publication
 - How packaging might differ between print magazine articles, web articles/exclusives and blog posts: *graphics; word choices; SEO (Google’s auto-suggest); print vs. web reading; title (e.g., 4 Ways to Try Interval Training); social media*
 - Why knowing how to package articles is important to your long-term success as a health/fitness writer or blogger.
-

Health and Fitness “Service” Articles

Most health/fitness articles or blog posts contain some “service” elements.

- Definition of “service” in writer/editor lingo: _____
- Why “completing the service” in any article or blog post is important for impressing editors, attracting readers and making money (blogs).
- Does a good fitness article or blog post have to be a service piece? → story-telling/entertainment, observation, opinion
- Sidebars: A service mainstay in magazines. (What about on blogs/web?)

Collect Paychecks For Writing About Fitness

- What do magazines/blogs pay per article/post?
- What’s best? Per word, per article/post, per hour
- How soon do they pay?
- What’s the difference between *re-selling* and *re-packaging* your writing?
- When writing for free becomes a burden.

Increase Your Readership & Visibility as a Fitness Writer / Blogger

- *Facebook*: Join and interact on the Business Page for magazines/companies you want to write for; link to your articles from your own FB page.
- *LinkedIn*: Network with editors through LinkedIn once you’ve worked with them
- *Twitter*: Tweet out links/images, follow/interact with editors/magazines
- *Instagram*: Post behind-the-scenes or “just published” photos or videos of your magazine or blog content.

Amanda Vogel, MA human kinetics

Fitness Writer and Blogger

Member, American Society of Journalists and Authors (ASJA)

Email: info@activevoice.ca ~ Web: www.ActiveVoice.ca

Blog: www.FitnessTestDrive.com ~ FB: [Facebook.com/FitnessWriter](https://www.facebook.com/FitnessWriter)

TW: [@amandavogel](https://twitter.com/amandavogel) ~ IG: [@amandavogelfitness](https://www.instagram.com/amandavogelfitness)