

Writing for Magazines: How and Why  
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### **Why Write for the Church Magazines?**

1. Curriculum Department mandate: *Fill the earth with the knowledge of the Lord.*
2. A chance to have an impact on the world.
3. You are skilled and faithful. If inspired, you have what it takes.
4. The most important reason of all: to bring souls unto Christ.

### **How to Write for the Church Magazines:**

1. Read the magazines. Study them. Know how they work.
2. Develop a gospel-centered thesis.
3. Develop a story.
4. Write with the magazines in mind.
5. Use crisp, clear language.
6. Doctrinally sound, grammatically engaging, intriguing, inspiring.
7. Don't assume readers understand you.
8. Are you the right person to author the story?
9. Develop a personal voice within the constraints of the magazine's voice.
10. Write an original article that is still relevant to the world-wide Church.
11. Pray, pray, pray. Involve the Lord. This is His work.
12. Ask: Why should the entire Church read this? Is it universally applicable, or really only relevant to me, my family, my ward, my stake?

### **Writing for Any Magazine**

1. Do your homework: what do they publish, what are they looking for?
2. Thesis, tone, style, voice.
3. Length, audience appropriate content and word choice.
4. Build a Portfolio.
5. Arc: purpose, conflict, resolution.
6. Make sure your presentation is as polished as can be.
7. Follow up after a respectable interval.

### **Workshop Your Ideas**