

## What Makes A Good Story?

### For Them (The Magazine)

- Fresh* News that makes Readers Turn to Them First
- Great Project of its Type—Catches the Attention of those Wanting News.
- Entices Revenue Sources Suitable for Regional Issues, Special Issues, Awards Issues, Project Success issues. Generates ad revenue from those associated with you, or those wanting to be in similar issues to reach the readers. High Interest Items that Reach the Market or Sell (ads or more issues.)

### For Them (The Reader/Potential Clients)

- Shows Them a New Way or Better Way to do Something (Faster, Less Risk, More Dollars, Quicker Turn Around, Better Approvals)
- Shows Business Success that Makes them Want to Know You
- Shows Project Success that makes You Become the Expert and Makes them Want to Contact You or Send the Article to One of Their Contacts.

**An Item or Project is Newsworthy when** it is unique, timely (can't be old news), controversial, thought provoking, reinforcing new or unusual ways of doing things or interesting to the point of acceptance and repeatability.

### For You

- Promotes an Area of Your Business (Market Sector) You'd like to Grow
- Promotes an Area you'd Like to Demonstrate Expertise/Dominate
- Promotes Something that Shows Your Technical Expertise/Is Difficult or Unusual
- Represents Your Firm and the Nature of its Desired, Repeat and Ongoing Projects
- Represents the Nature of Firm and the Way it Does Business
- Cements Your Relationship with a Firm or Type of Firm that Will Give you Business (Architect, Contractor, Developer)
- Gives Potential Clients A Way to Easily Find You and Contact You.
- Becomes a Marketing Piece to promote your firm (Direct Mail, Website, Newsletter.)

Name 3 or more ideas or projects:

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