

Get Your Work In Print

An overview to getting published

by Kathy Wall

If one of your goals for 2017 is to see your design projects in print, these are some of the first steps you need to take in order to make that goal a reality.

Where Does Your Work Fit?

First and foremost, know your style—where it fits, and where it doesn't. Would your work be right at home in *Dwell*, or is it better suited for *Traditional Home*? There are many terrific regional publications from which to choose as well as of course, specialty trade publications such as the one you're reading right now!

Get started by visiting a magazine's web site and downloading its media kit. In it, you'll find the publication's mission statement, and the philosophy it strives to provide to its readers. You'll be introduced to the editor-in-chief and publisher, and be able to read editorial bios. You can learn about the publication's audience and its upcoming editorial calendar. Remember, their goal is not to serve you—their goal is to serve their readers.

Invest in Photography

Nowadays, many folks think that taking pictures with their phones or having a nice camera would suffice, but the rooms won't be properly lit to best display your finished product. Because interior design is a highly visual industry and rooms are much more complicated to shoot than most still life subjects, it's critical to use a professional photographer to shoot your most recent jobs.

Editors will need to see your design aesthetic in the best possible light—literally. So it's a cost worth the investment. And since editors as well as potential clients are going to check out your work, you definitely want to use professional photographs across all your social media platforms. It will help you establish your business and improve your online presence.

Make a Connection

Speaking of your online presence, make sure all your contact information is correct and up-to-date. Editors will need to know how to find you once they discover what fabulous work you do.

Don't hesitate to engage with editors and their publications on social sites. Be visible by connecting and sharing their posts when appropriate, but don't overdo it. You don't want to appear to be a stalker!

Pitch Perfect

When connecting, make sure you're contacting the right people at the publications in which you'd like to appear. It's often easy to mis-direct your outreach when the masthead is filled with layers of editorial titles and editors are constantly bombarded with pitches, so don't simply start at the top and work your way down. Our suggestion is to never underestimate the value of reaching out to editorial assistants! They know what their editors want.

Make your pitches to a small, select number of publications. Don't make a blanket pitch. The interior design publication world is a small one, and editors often know one another. And don't ever submit a design project that's been published anywhere else previously, even in a regional online magazine.

Take a look at the area in which you live, and explore what publications you might want to contact. Here in the South, we have a number of excellent regional magazines. Research sites, consult colleagues, hone that perfect pitch.

Remember: no response doesn't mean "no." One client sent out 20 pitches and didn't hear from the first 18. Be patient. Two months is nothing in the publishing world, when editors often work on deadlines a year or so ahead. Until you hear the word "no," being published is always a possibility. ✕

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