

## **For a fashion brand's blog**

### **White Magic: how to work that LWD**

The little white dress is fast replacing the traditional LBD as the wardrobe essential for sophistication, fun and easy glamour. From Gucci's clean, space vixen lines to Dolce & Gabbana's romantic broderie anglaise detailing, everyone has their own take on the LWD. Popular online outlets such as Isme, ASOS and boohoo have also embraced the trend, providing affordable options for the high street fashionista.

Whether you prefer a pure white dress or one with a bold contrasting colour, there's a style to suit you. Team with stunning jewellery from *[company name]* for a dramatic effect. For that simple snowy shift dress, *[company name]*'s Half Moon earrings in blue will add a delicate movement to the strong shape. To set off a more flirty, embellished frock, the Love Bird pendant, with its elegant bright tail, livens up the look with a mischievous twinkle. For a funky tribal feel, pair an empire line LWD with *[company name]*'s Sunset pendant and chunky Olivia bracelet in purple.

Release your inner ice queen, or simply show off that gorgeous tan, using accessories to make your mark on this season's trend. Now all you need is a cocktail.

## For an instructional website for young writers

### **Submission Accomplished: sending your poem to a poetry magazine**

Sending work to magazines is a great way to get your writing out into the world, and a good excuse to really buff up favourite poems. Having spoken to other editors, however, it seems many would-be contributors harm their chances with basic gaffes. Here are some ways of making the most of your time.

Choose the magazine carefully. With thousands of potential homes for poems, it might sound obvious, but find one you *like*. Browse past issues if you can, and get a feel for the style to see if your writing fits the bill. Look at interesting smaller magazines as well as more widely known publications.

Read any guidelines thoroughly. Not following procedure indicates that you don't really care about this individual zine, and understandably that's not going to make the editor feel great about publishing you.

Take time over your submission! Highlight any areas that don't seem quite finished, play around and re-write until you are happy. Get a second pair of eyes on it, if only to look out for typos and errors. It's surprising how many pieces arrive in editors' inboxes riddled with bad spelling, punctuation and grammar. Kind of like donning an expensive shirt and neglecting to do it up.

Don't bother with copyright markings on your writing. They don't hold any legal weight and magazines aren't plotting to steal your work.

Always include a fresh, polite covering note. This needn't be too formal, but if the submissions page of the magazine's site tells you to email Donna Malloy, address them by name. I've had a few 'Dear Mr Irving' submissions before, and wondered at what point my dad had started editing *Fuselit*. If no name is given, 'Dear Editors', 'Dear [magazine]' or even 'Dear Sir/Madam' are fine.

Check whether the publication accepts simultaneous submissions (sending the same poem to more than one magazine at the same time). If they do, mention which poems have gone to which magazines. If in doubt, drop them a line and ask. Either way, keep a list of what poems you've sent where for both competitions and magazines. Better than finding yourself torn between two places!

Check the website for an indication of waiting times. Most editors are unpaid and are delayed by day jobs and other commitments, so a degree of patience is required. That said, if no guide is given and six months passes, send a friendly enquiry to make sure your work reached them ok.

Finally, the verdict. If the editor wants your piece, great! If they say no thanks, have a look through any feedback they give and work out what is helpful to you for the future. Many magazines send generic rejection messages, or give no feedback as to why they didn't accept a piece, which can be frustrating, but remember that it's nothing personal and treat the experience as a learning exercise. Don't agonise over immediately reworking the piece in question, but equally don't assume that a rejected poem is kaput. It's just one person's opinion, after all.

The most important step in the process is still choosing the right target magazine in the first place. If you understand and like an editor's approach, you have a good shot at sending them the sort of poem that makes their day.

### **Extract from a speech given at a corporate farewell dinner**

For me, the idea of lifelong learning is a part of everything we at *[company name]* try to do. Since I would count everybody I have worked with as my teacher in some way or another, I couldn't let tonight pass without expressing my gratitude to you all. To our customers and suppliers, for their loyalty to the company over the last fifteen years, but also to those friends and colleagues who have helped to make Mumbai feel like home for me and my family. Your advice has been invaluable and your kindness appreciated. And you can expect my homework by Monday.

My work as a Managing Director with the company has enabled me to experience the world in ways I couldn't have imagined. Beginning my career at *[company name]* in 1989, I spent three and a half years working in Istanbul, Turkey, five and a half years in Seoul, South Korea, and I have been working here for *[company branch name]* in Mumbai since 1998. In total, that will make twenty-three years and eight months I have spent working for this firm, and I can honestly say that it has been a pleasure to do so.

It is not just me that has continued to learn. The entire business has changed a great deal over this period. The company has shifted from being a typical trading firm to a functional marketing company, a move which has since proved extremely successful. I remember particularly appreciating the relatively small size of the organisation, and the fact that this allowed for direct access to the Board of Directors. In any company, communication is key, and being able to discuss ideas openly with decision-makers is not only an immense relief, it is crucial to innovation, progress, trust and transparency.

All that remains is for me to ask you to charge your glasses while I propose a toast to the future, and to whatever adventures await us all next.