

Profits from reprints, rewrites, and reprints of rewrites

As long as you have written a fetching **article** that an editor wants readers to read on his/her pages, why not sell the same blend as **reprints**, then mix the same magical facts, quotes, and anecdotes into a **rewrite** or two with different slants? You could even sell some **reprints of the rewrites** later on!

Lest that sound like a hapless hodgepodge of word play, it's precisely what professional writers have done for decades to squeeze much more honest pay out of ideas, facts, interviews, photos, lists, and historical slants, plus similar retellings elsewhere in the world.

I blush only slightly to admit that my reprints and rewrites kept me and my family alive (and the girls later in college) for many years until books and speaking came to the rescue!

Alas, what baffles writing novices is how it's done, where second-rights markets hide, how reprint-seeking editors are approached, and how copyright toes aren't stepped upon. So I've tried to mentally untie the strings in **30-page wee ebook**, now offered almost instantly by [Kindle](#) or [us](#) for the shameless sum of \$2.99. It's called [**Reprints, Rewrites, Reprints of Rewrites, and Resales: Sell What You Write Again and Again \(and Again\)...**](#)

Want some quick peeks under the printed sheets?

Think **newspaper** (or **magazine**) travel where almost any site almost anywhere has four or five different slants to be seen anew, or to be reborn in comparison with four other like places or three different epochs. "Downton Abbey" begs to be slanted a dozen ways (each an article or a spin-off), like

fashion, class, downstairs/upstairs, pre- and post WWI... Or the Life of Lords in the 1100s; in the days of Shakespeare; in France, Russia, Sweden, or Spain (or any of them in comparison with Julian Fellowes' currently created TV society and castle)...

Or the **sidebars** accompanying any article above: specifics about how to actually visit any site suggested, the state of health and medicine then or there, the life of children at any point or place, or of women, or the lame, the gifted, the odd. Sidebar shards gathered like caste-offs from unused research, then re-grouped to fill readers' by-product curiosity and questions.

When are **query letters** needed (mostly for full articles), or how **cover notes** cover newspaper simultaneous submissions—see four samples in the ebook—or if/when you send sidebar copy, unannounced, with the expected text—when it's short and you can't bring yourself to throw it away!

When **reprints** are welcome (by “pay on publication” editors) and how their arrival is announced. Can you make changes in the reused copy? When should you? Which **photos** can be sold (any not bought by the original buyer). How many more complications arise when you sell the **reprint of a rewrite**?

And the breadwinners, the shiny new **rewrites**, mostly restructured, words and ideas in new places, a different article sharing many common bricks (and sometimes a few quotations). But how much must they be rewritten? Or whether they are rewrites must be said at all. And those photos again—just remember that those sold are toxic to resell.

A final point, if reprints and rewrites seem akin to journalistic thievery. The best return in writing for money comes from **niche publishing**, which can be the baronial foundation of empire building, where just one set of words about one need or frustration met can indeed be very rich

mortar. Most of that long-life paying mortar comes from reworking and reusing the same words and ideas again and again, the same we are discussing here, but in niching more than the same.

Best wishes unraveling!

Gordon Burgett

P.S. If **“Writing Travel Articles That Sell!”** is the kind of four-hour seminar you might need, and Santa Rosa, CA, is within driving distance, I will be offering the program from 1-5 p.m. on Saturday, February 7. Please check the details [here](#).