
NSW Writers' Centre – Rozelle - Sydney

Monday 26 April 2010

Interview: Health and Wellbeing Journalism with Meggan Brummer



Meggan Brummer is an internationally published writer and freelance journalist specialising in health, lifestyle and travel. Her work has appeared in magazines, newspapers and on websites around the world from Australia to Africa, India to Fiji, UK to Canada and the Philippines.

This week the NSW Writers' Centre catches up with Meggan about pitching articles, opportunities in the health and wellbeing market and working as a freelancer. Meggan will teach Writing Health and Wellbeing Articles ... And Getting them Published at the Centre on Sunday 9 May.

What are you working on at the moment?

I am working on a book about my spiritual journey. I just love its destination. I am also writing a vegetarian cook book - it's been in the making now for a few years, but it's not something I'm in a hurry to complete. I'm currently working on an article on Holistic Dentistry for Wellbeing Magazine, having just learnt a whole lot about this from an incredible doctor who I recently met in India.

What opportunities does the health and wellbeing market present for aspiring journalists?

I think many, so long as the aspiring journalist is able to present their ideas to the health and wellbeing market in an easily comprehensible way. I think more and more people are looking for quick and easy ways to improve their health and if you are able to share something valuable with the reader in a way that is easy for them to understand, digest and apply, then you're half way there.

What are the three essential ingredients of a good article pitch?

- Pitch in accordance with that publication's specific guidelines.
- Write individual pitches for individual publications - don't just send out the same pitch to all the health publications whose contact details you can get your hands on.
- Pitch with a unique angle rather than something general that's been covered time and time before.

What are three things you wish someone had told you when you started work as a freelance journalist?

As well as the writer you will have to be the Marketing Director.

As well as the writer you will also have to be the Sales Manager.

As well as the writer you will have to be the debt collector.

What's something you've learned and something you still need to learn as a journalist?

I've learned that no one will do it but me. I have to be the one who motivates and disciplines myself to write, otherwise it's not going to happen. I've also learned that it's important to submit pitches before your current assignment is completed. You have to think ahead. I'm sure I'll never stop learning ...

The writer's life is...

All too often solitary - Make time every day to be in good company or in nature.

Meggan teaches Writing Health and Wellbeing Articles ... And Getting them Published at the Centre every few months.