



## **ANOTHER DELICIOUS RECIPE FROM**

### **THE BOOK COOKS**

### **Paradise Postponed**

Serves: readers of the Weekly Telegraph, July 2002

Requirements: one publication that uses human interest stories about British people who are living overseas.

#### **Ingredients**

- 1 x story of triumph over disaster
- 1 x inspirational message
- 1 x dash of useful information for anyone thinking of starting a business in France
- 1 x dessertspoonful of useful information on the Dordogne region
- 3 x additional resources for further reading
- 1 x background introductory opening paragraph
- 1 x email interview with the main character, Paul Herbert

#### **Method**

- 1 Networking contacts brought Paul Herbert and his story to my attention.
- 2 Ask Paul by email whether he would like me to pitch a story about his business fall and rise to the Weekly Telegraph. He agrees.
- 3 Pitch article to the editor of the Expat Living section of the Weekly Telegraph. They agree.
- 4 Compile approximately 30 questions about the Herberts' life before, during and after the move to France. Take care to ask about the personal and business aspects as well as challenges, opportunities and advice for others in a similar position. Send questions by email, giving Paul two weeks to reply.
- 5 Write article based on Paul's answers.
- 6 Do additional research to ensure content is appropriate.
- 7 Craft attractive general opening paragraph, title and leader.
- 8 Ensure article has added value with extra resources.
- 9 Contact Paul once more to ask any additional questions and receive answers.
- 10 Complete article.
- 11 Re-read article to check it flows correctly and to cut or add information as appropriate. Ensure word count is as specified. Check spelling.
- 12 Submit article by agreed deadline.