

Here are some ways to build upon what you are already doing to rework your print material for the web.

- **Op-ed**
 - Post it as a blog as a way to start a discussion
 - Read it and record it and post it as a video clip or podcast
- **Clipping (Online)**
 - Send out an e-newsletter with links to all the stories that you've done for the month. This will drive traffic to your stories and make you as a freelance writer worth more to your clients.
 - Post to your Facebook (or other social network) page
 - Post a link on your blog, giving a short excerpt (if okay with publisher)
 - Post a link on other blogs that talk about the subject that you are writing on
 - Encourage others to post your work.

Some Ranking/Social Bookmarking Sites: digg.com, <http://del.icio.us>, www.stumbleupon.com
- **Make podcasts from the audio for interviews you need to conduct for articles**

Tips from our own experience:

 - Add outside sources for print later
 - Create a dialogue for audio, but make sure to cover necessary info for the story
 - Write out questions beforehand to be clear for audio, slightly different from interviews for print
 - Can always do follow-up questions for print which don't need to be part of the podcast
 - Works great with dual interviews
 - Works best when you are face to face with an interviewee
 - Be mindful of your verbal ticks (they'll only need to be edited out later)