

your friendly weekly newsletter for all things

# SheerGlamorous.

please direct all questions to your non-threatening, creatively open-minded editor: [emily@sheerglamorous.net](mailto:emily@sheerglamorous.net)

OCTOBER 7, 2009 Newsletter #1

Oh! You Pretty Things:

Welcome to Sheer Glamorous, the multimedia web magazine that aims to polish, publish and promote YOUR stories for the purpose of bettering/glamourfying/edifying society-at-large. (Oh, and to make a substantial amount of \$\$ by means of directing traffic to relevant e-commerce sites/products that we decide we like.)

In preparing for the first issue's 10.15.09 debut, things have naturally been a bit hectic around the SG headquarters. With that in mind, this week's newsletter is in kind of bullet form... you'll see the table down below.

But basically, the way SG functions on the editorial end is this: I use the newsletter, which I publish every Wednesday, to tell you what the magazine is currently up to (NEWS), and what you can do to contribute, **if you want** (ASSIGNMENT).

[The only assignment this week, as it turns out, is to take this quick **POLL.**]

By all means, feel absolutely free to create an assignment of your own — e.g., “I’d love to do a podcast of every Janet Jackson quote implicating her sister LaToya in an evil scheme to kill Michael.” Just run it by me first at [emily@sheerglamorous.net](mailto:emily@sheerglamorous.net), and we’ll work on its development together.

I want to emphasize that, as a totally conditional Sheer Glamorous contributor, *you do not actually have to do anything*. Your level of involvement is entirely voluntary and can be terminated by you at any time. So basically, this is a no-risk proposition. If you’re in, you get listed on the masthead as a contributor and, once you start contributing and getting published, you’ll have your own “portfolio” page on the website — which is great for resumes or college/grad school apps.

And if you don’t want any part in it, well, okay, but think of all the insane limited-edition contributor benefits you’ll be missing out on as a result. (Marc by Marc Jacobs is one of our first co-sponsors, so think carefully...) And when we start

getting lots ‘n’ lots of e-commerce going on (and hence, per-story \$ commissions), you’ll get a nice cut of that, too. (Details to follow.)

Like I said, our first issue goes live on 10.15.09. Check out the site when that happens and get a sense of the theme/tone/content of the website, then see if this whole shebang is something you want to do — either as a fun extracurricular when you’re bored; a resume-booster; a web-based art project; or an entry into the wild, wonderful world of multimedia journalism.

In the meantime, here’s the rundown:

NEWS	ASSIGNMENT	COMPETITION	PRIZE	ONGOING
<p>I sent press kits to all potential editors and contributors (at least, those who sent me their addresses) this and last week.</p>	<p>If you have not received yours by 10.15.09, please let me know by email: <a href="mailto:emily@sheerglamorous.net">emily@sheerglamorous.net</a></p>	<p>no</p>	<p>You probably already got it: the free “press kit.”</p>	<p>Yes.</p>
<p>Sign-ups for those who want to be a “Specialty Editor.” Level of commitment is entirely up to you, but if you want editor privileges (i.e., press passes/products/access to relevant events or content you’d like to cover), then this might be for you.</p> <p>Examples of “specialty” = television/skin care/computer science/literary nonfiction/Nike limited edition sneakers/heavy metal ... the list is endless, really, as long as you think you can make your specialty interesting to others.</p>	<p>Please indicate area of specialty in this here quick ‘n’ easy <a href="#">poll</a>.</p> <p>If you KNOW you want to be an editor, just let me know at <a href="mailto:editorial@sheerglamorous.net">editorial@sheerglamorous.net</a></p> <p>If you’re intrigued by the “editor” idea but need more info, we’ll talk about it much more in an IM chatroom event, which I’ll schedule in the very near future and let you know about in next week’s newsletter.</p>	<p>None... ask and ye shall receive.</p>	<p>Free Marc Jacobs-branded condom for each new Specialty Editor.</p>	<p>Yes.</p>

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<p>For people who think they want to contribute pieces periodically, on a your-schedule-based basis: I'd like to know how interested you are in one or more of the categories:</p> <p>FASHION TECH MOVIES PERSONAL STORYTELLING SPORTING EVENTS POLITICS VINTAGE THINGS ICONOGRAPHY TELEVISION BOOKS MUSIC BEAUTY/BODY PSYCHOLOGY ADVICE ACADEMIC SUBJECTS etc....</p>	<p>Please take this very easy and only slightly self-scrutinizing <a href="#">poll</a>.</p>	<p>None... ask and ye shall receive.</p>	<p>Marc by Marc Jacobs "Dirty Rat" keychain. (It's actually kind of cute.) And, if you do tell me your interests/skills, you'll also get custom-made story proposals from me in the future.</p>	<p>Yes, and you can change your mind at any time.</p>

And as always, please write me at ANY time with ideas, questions, concerns, contract negotiation line items, horoscopes, etc. Once I get this thing off the ground next week and it goes live, I'll have a lot more time to explain exactly what-in-the-heck this web magazine aims to do and how we're going to make some money for ourselves while we have fun boosting our resumes and/or online portfolios.

xo

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