**How to Find a Good Angle for your Article**

Here is a good rule of thumb to follow when searching for a story angle to present to the readers. Ask yourself this question: Will the readers of this publication think this is interesting, entertaining, informative or useful?

All feature articles have a particular approach. It really doesn't matter whether your article is written for a magazine, newspaper, or newsletter. It has to have some sort of angle, some major thrust within the subject you have selected. It should also limit itself to one angle or it will have too much direction to it. After you have determined the subject of the article, make a list of all the possible angles of the subject. By exploring your list of options, you begin to get the overall picture and available approaches. Then organize the list. Reorder it.

Which one is best? Rank the items on the list according to which you feel are the most unique and appealing to the readers. This should help you eliminate some of the less desired approaches. With a practical point of view, determine what angles are within your resources. How much time is needed? Are sources available? Is travel involved? Can you afford the approach within your operating budget? What topics   
interest you the most? Make second, third, and fourth choices for the story's focus in case your favorite choice does not work out. Always have a backup angle to the idea.

**Tips and warnings**

Though feature articles are based in fact, try not to weigh them down with too many statistics or unfamiliar language. The average person reading a feature article is not likely to be a scholar in the subject you are writing about and may not understand the subject-specific jargon

Most of us read feature articles every day in the newspaper or in popular magazines. Feature articles are not front-page, time-sensitive news stories, though they can contain news and statistics. Sometimes also referred to as human interest stories, feature articles can be about any subject that inspires you. Usually an author will write a feature about a topic that he knows well and that interests him on a personal level

Feature articles, which explore a subject at length, are not constrained by the tight deadlines of regular news articles. Features may be submitted at any time, depending on the editor's needs. Features often stem from a regular news item.

Imagine that the Linux operating system has been successfully implemented at a large organization in your community. This story is newsworthy, but begin to look for "the rest of the story." What difficulties did they experience in the transition, or what part did your organization play in their implementation? This could be the start of a feature article.

More research and creativity will go into a feature story, but they must still be accurate. You will provide more facts, more statistics, more examples and anecdotes, and more analysis than in a news release. You can humanize and dramatize what may appear unexciting at first glance (a Linux implementation). You can openly focus on a particular angle or viewpoint, so long as you avoid outright advertising. Readers dislike advertorials masquerading as "articles," and no editor will accept an article that blatantly sells.

All writing needs to engage the reader. The first sentence or two must be compelling enough for the editor to read on. Features require a strong lead—something to hook your target audience. A headline or a photograph may help.

For a feature, you have a wide repertoire of leads to choose from. Some leads are designed to startle and shock, some will excite readers' curiosity, some will vividly describe a real or imagined scenario, and some will succinctly state the nature of the story.

The body of the feature then unfolds in a logical sequence, and ends with a strong and memorable close. Every feature will be different, depending on the subject, the anticipated audience, and the skill of the writer. Reading features written by others in the Linux community is a good way to learn and pick up possible story ideas.