

Brush-off

Getting the Story · By Simon Townsend · 1 min read

This is called a "brush-off". It happens in romance, it happens in our social, sporting and work relationships. You give someone the brush-off, or they give you the brush-off. Usually polite and friendly, but none-the-less, a brush-off. Often just rudely ignoring you. If someone doesn't respond to multiple calls from you, do you REALLY think that person will finally respond? Sorry, it's a brush off. You must realise that publications will always put-off aspiring writers by these methods. I've done it all my professional life in editing publications and producing TV shows. If creative, ambitious people CAN be discouraged, then discourage them from the beginning, because they're the people who are unreliable and don't deliver. Yes, it's a jungle out there. You may be a polite and thoughtful person who cares for the feelings of others. But most bosses in the media aren't warm, caring folk. The bosses have to get through the chaff to find the wheat: the good journalist who sticks at it and won't be discouraged by anyone or anything. All the executives give the oldest brush-off in the world: "We have no money in the budget right now, but give us a list of ideas and we'll get back to you when we have more money." Yeah! And Santa Claus is planning to distribute toys twice a year... YOU MUST RECOGNISE A BRUSH-OFF WHEN YOU'VE BEEN GIVEN ONE. And quickly move on. This is why it's so important to keep submitting. IGNORE THE BRUSH-OFF. If you write well and target correctly, I promise you . . . you WILL break through. If you're merely a freelancer who CAN be discouraged, you WILL be discouraged.

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