



[Rachel Wood](#)

Make-up artist, freelance beauty writer, New York (LSJ short course 2008)

Lorna on Rachel: One of the great changes in journalism during recent years is the opportunity for non-journalists to write about their subject. Rachel was already enormously successful as a make-up artist when she came on the course, and had worked with several celebrities. Unlike a lot of experts who immediately resist the advice to start off contributing to a local paper or a trade publication, Rachel lapped up the advice, even though she might have been the exception to my suggested rule of starting local or trade as she already had contacts with glossy magazines. However, she understood that the advantage to something smaller or less well known is a chance to practise and develop writing skills. I was so impressed when, shortly after the course, she emailed me to say she had written something for a local Scottish paper. But I wasn't surprised.

Rachel on Lorna: I originally took Lorna V's course because I work as a celebrity make-up artist and I was constantly getting asked for tips and quotes for magazines. I would read these articles and think I should be writing them. Lorna gave me the grounding and confidence to push this side of my career. I started out by contributing to blogs and websites such as Superdrug's beauty site and Storm Models. My writing career grew and I became a beauty contributor to fashion website [Stylist Stuff](#). I also wrote articles for online magazine [Fashion 156](#) and was given a beauty blog expert column for the [Clothes Show Live](#). In addition I now have a quarterly beauty column in Center Parks Village Life magazine and have contributed to editorials such as the Daily Mail, Best and Celebs on Sunday to name a few. The best bit of advice she gave was to keep on writing, no matter how small the website or magazine; someone will see it and it all adds to building up your experience.