

Job Opportunities, are near and far

♦ Jobs for all ages, all areas. Check your options. You might find just the position to excel in.

New life for the back of your business Card

♦ What might you get up to behind that exciting front side? **P 6**

Punctuation rules, or be famous

♦ "What would the world's books be like if no one used commas," she asked "Interesting," he said **P 4**

Are you having a great summer?

Sports Writing has never been so much fun.



Awesome isn't

♦ The Yeah, Nah trend is getting wearisome. **P 3**

Writing Skills,

♦ Ideas on selling yourself and your services. **P 8**

Crusty Guru

♦ The philosophy of a cigar smoker. **Fiction P 12**

Do you understand what I thought I meant to say?

"Yeah, Nah" means "Go, Stay" or "Up, Down".

What are the unthinking people doing to our language?

When experts in their field are interviewed on radio or TV the objective is to give me – the listener – useful information.

For example:

Q: Will the weather be fine for the match?"

A: "No, it'll be good."

Alright, Mr Expert. Which answer do I believe? "No"? Or "It'll be good"?

"Yes, it'll be good" is the correct response.

I've come to expect confused responses from the "Yeah, Nah" crowd. They don't have the vocabulary to convey a simple, clear message.

But we shouldn't have to second-guess the answer when educated people botch their language.

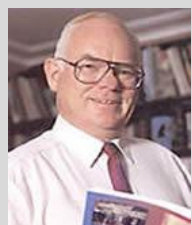
Many years ago my public speaking mentor in Toastmasters taught me the best way I know to avoid mouthing "Ummm" and "Ahhh" when I speak.

Let me share.

When there is need for a breath pause, or while the speaker thinks of his/her answer, TAKE IN A DEEP BREATH. This is a silent vocal mechanism.


So simple. All it takes is remembering to do it.

Thus the speaker can remove "Ummm" and "aye-yaah" and "we-yaah", which cleans up our spoken



responses in one stroke.

My thought for today.

Try it. 

Brian Morris Principal

NZIBS website

You can learn new skills and make a new career for yourself. **Please pass on our website URL to your friends.** Thanks. Brian Morris

Travel Writing & Photography:

http://nzibs.co.nz/?page_id=40

Journalism & Non-Fiction Writing

http://nzibs.co.nz/?page_id=38

Sports Journalism

http://nzibs.co.nz/?page_id=60

Creative Writing

<http://nzibs.co.nz/creative-writing-short-course/>

Romance Writing

http://nzibs.co.nz/?page_id=58

Mystery & Thriller Writing

http://nzibs.co.nz/?page_id=50

How to write poetry

http://nzibs.co.nz/?page_id=44

Writing Stories for Children

http://nzibs.co.nz/?page_id=83

Writing Short Stories

http://nzibs.co.nz/?page_id=79

Writing Your First Novel

http://nzibs.co.nz/?page_id=85

Internet Entrepreneur

http://nzibs.co.nz/?page_id=1726

Life Coaching

http://nzibs.co.nz/?page_id=46

Digital Photography Beginners

http://nzibs.co.nz/?page_id=30

Freelance Photography

http://nzibs.co.nz/?page_id=130

Proofreading and Book Editing

http://nzibs.co.nz/?page_id=56

Information on any course we provide is available by telephone: Call this number: **0800 801994**.

You have one foot on life's ladder. Climb your way to fame and fortune. Take the first step. Call

Carol Morris 0800-801994.

It's time again to Talk to Your Tutor

The following is a list of dates where you can speak to your tutor for a one on one chat.

If you have never taken part in Chat To Your Tutor Day before, give it a go.

You will be sure to find it a rewarding experience.

Robert van de Voort

Wednesday 18th Feb 1pm - 5pm

Phil Linklater

Monday 23rd Feb 10am - 12 noon

Brian Miller

Monday 23rd Feb - individual times for students (after midday) please call the office to arrange the time.

Bartha Hill

Wednesday 25th Feb
9.30am - 5.30pm

Tina Shaw Thursday 26th
February 4-7pm

Janice Mariott

Monday 2nd March 4-7pm

Dick Ward

Tuesday 3rd March 9am - 1pm
Wednesday 4th March 9am - 1pm

David Pardon

Thursday 5th March 1-7pm

Brian Morris

Monday 9th March 11am-6pm

Please phone **0508 428 983** on the day and time listed for your tutor.

If the line is engaged wait 5 minutes and try again.

If you cannot afford time to take pot luck leave a message on the answer-phone and your tutor will contact you.

Before you call, make a note of what you want to discuss.

It is also helpful to have your student number jotted down for reference.

The heavy part of the day for phone calls is 11am to 2pm so be one of the first to ring at the start of your tutor's time schedule.

Awesomeness is not the new black

Lesson One:

Beware anything that's rated 'awesome' or 'brilliant'.

When I was judging speaking and writing contests I always gave the first contestant 70% as his/her score.

70%

Regardless of how good or bad their presentation was, they got a score of 70%.

Here's why:

Anyone with enough nous to enter a competition must have SOME skill, talent or chutzpah.

So they deserve 70%.

The contestants who followed were either better than or worse than the person who got 70%.

So I scored them accordingly.

It was a simple technique which invariably produced a first, second and a third.

But, beware of anything that's declared . . .

awesome

brilliant

fantastic

That's 100%. You can give no higher score or accolade. You've painted yourself into a corner.

Lesson Two:

"At the moment."

This denotes temporariness.

"I bank with BNZ, at the moment."

What does that mean?

This, usually: "I'm about to switch to another bank."

Or . . . "I live in Parnell, at the moment." Means: "But I don't expect to be here much longer."

Or . . . "I work for Biosearch, at the moment." Means: "But I don't expect to be here much longer."

Any boss who hears that phrase knows not to promote you because you're not staying.

Lesson Three:

Modifiers that taketh away.

"Your work is good, for the most part."

Or . . . "She's a credit to her school, on the whole." "He's a good doctor, by and large." Means:

"Reduce whatever I said by a few notches."

Lesson Four:

The back-handed compliment.

"I wish I could be as forthright as you, but I always try to get along with everyone." (Implying you're too blunt and overbearing.)

"That dress makes you look far thinner." (Implying you're fat.)

Lesson Five:

Beware loose language.

Sentences scattered with "Listen!" or "Yeah/Nah" or "You Know".

English is full of subtleties.

Be careful they don't trip you.

Job Opportunities

[Intermediate Reporter](#),

Fairfax Media, Wellington

Write for The Taranaki Daily News. Closes 8 March.

[Digital Editor](#), SPF Websites & Multimedia, Timaru

Create social media marketing material. Closes 11 March.

[School Photographer's Assistant](#),

School Memories, Wellington

Part-time portrait and class photography. No closing date.

[Technical Writer](#),

RWA Recruitment, Christchurch

Write software user manuals, installations manuals and maintenance documentation. Apply now.

[Teacher Aide](#), Wellington East Girls College, Wellington

Provide reader/writer assistance to students. Closes 6 March.

[Communications Advisor](#), Eastern

Institute of Technology, Napier

Write press releases and feature articles for print, radio, website, video and online marketing. Closes 11 March.

[Life Sciences Reviewer](#),

Dove Medical Press, North Shore

PhD required to analyze articles for submission to 134 medical journals. No closing date.

[Marketing Coordinator](#),

Giltrap AgriZone, Waipa

Desktop publish marketing material. Closes 7 March.

[Reporter](#),

Wairarapa Times-Age, Masterton

Write stories for a regional newspaper. Closes 13 March.

[Writer](#), Knowledge Shop, Wellington

Write study books for school students from years 5 to 13. Apply now.

[Technical Writer](#), Sourced Ltd, Christchurch

Translate complex technical specifications into layman's language. Apply now.

[Specialist Marketing Content - Writer](#),

Te Wānanga o Aotearoa, Waipa

Create marketing documents in print and online. Closes 3 March.



Websites to explore

Google Trends

This is a search app provided by the Googler, which lets you see what's trending.

You can choose global, or be more specific and get results for only one country.

<http://www.google.com/trends/?geo>

The Hemingway App

Make your writing simpler, more straightforward; one might say more Hemingwayish.

<http://www.hemingwayapp.com/>

There is also a more advanced version- still in Beta at present. Check it out!

<http://www.hemingwayapp.com/beta/index.html>

Canva

An easy way to make your own graphics, if you don't have, or know how to use, fancy software like Photoshop.

Use it for photo-collages and flyers, brochures etc.

<https://www.canva.com/>

Failure . . .

It is not a single event.

We do not fail overnight.

Failure is an error in judgment which we repeat.

Why would someone make an error in judgment and then be so foolish as to repeat it every day? If some action didn't work for you last time, it won't work for you next time either.

Discover your options.

Make choices.

Not making a decision is actually the decision to procrastinate.

Famous authors who disregarded punctuation rules

Most of the time, a writer won't try to publish a book without punctuation. There wouldn't be any takers.

To aid writers, multiple books have been published on the subject of good grammar and the correct usages of punctuation. And beginner writers spend a lot of study time trying to master it.

And there are a few outliers who seem to ignore every rule ever taught. Here are a few of them.

e. e. cummings

He was perhaps most known for his poetry, yet the output of Cummings also encompassed two novels, four plays and numerous drawings and paintings.

Cummings not only didn't use conventional punctuation, he treated letters as symbols and many of his creations look like a cross between art and code.

For example, the usual rules of capitalization and punctuation are completely ignored in his poem "r-p-o-p-h-e-s-s-a-g-r," which is almost meaningless if you try to 'read' it in a conventional way.

Cummings used colons, commas



and other punctuation with great relish, and had a lot of fun doing it too, one imagines.

This extraordinary use of language was recognized by peers and critics as something special. He received many awards during his lifetime.

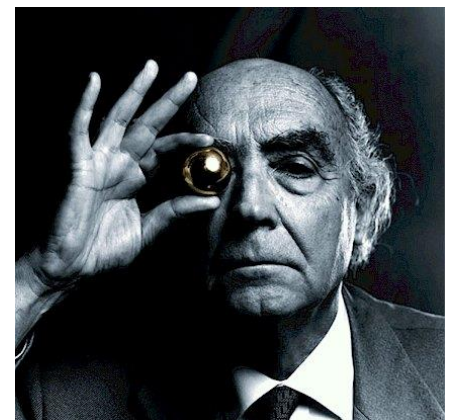
José Saramago

Portugal-born José Saramago was recognized as one of the world's literary treasures in 1998 and awarded the Nobel.

His work was often allegorical, showing a subversive viewpoint of historic events. And he also used punctuation a little differently – when he used it at all!

Saramago was quoted in *The Economist* for having said:

"Punctuation ... is like traffic signs, too much of it distracted you from the road on which you travelled."



And so, Saramago made sure he travelled on roads without signs. He left out line breaks between characters; in *All the Names* there is only a solitary capital letter to signal that a new character has spoken.

"Then I'll wait until things calm down, And then, I don't know, I'll think of something, You could resolve the matter right now, How, You could phone her parents ..."
(*All The Names*)

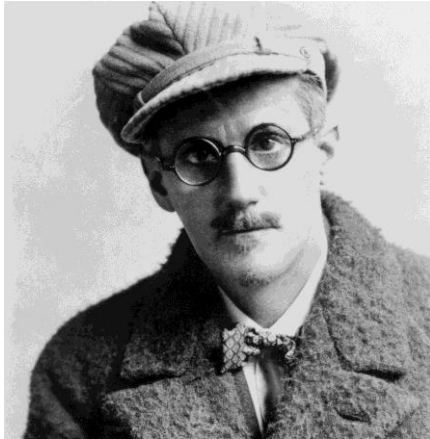
Despite the quirkiness, over two millions copies of his work have been sold, and his work has been translated into over 20 languages.

James Joyce

Born in Dublin in 1882, James Joyce also treated punctuation rules with disdain, preferring his own path.

Nonetheless, his writing has been lauded as some of the best in the entire canon of English literature.

James Joyce was an Irish novelist and poet. He is recognised as one of the influential writers in the modernist avant-garde style of the early 20th century.



Joyce is best known for *Ulysses*, a novel of over 250,000 words, described as unreadable by some, and revered by others.

The work is challenging due to the stream of consciousness style, its length, and lack of punctuation.

In the last 24,000 word stanza of *Ulysses* - referred to as Molly Bloom's Soliloquy - there are only two full stops, and a solitary comma.

Perhaps that was a typo.

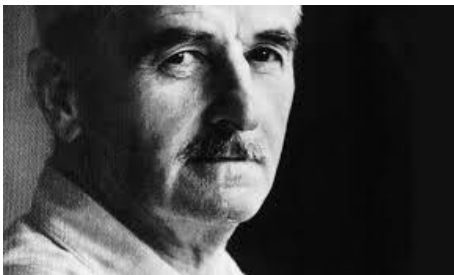
William Faulkner

Faulkner wrote novels, short stories, a play, poetry, essays and screenplays.

His work was first published just after WWI, but he didn't receive the full measure of public acclaim until awarded the Nobel Prize in 1949.

He also received two Pulitzer Prizes over the course of his career.

It is certainly true that his



punctuation choices did not hinder his critical success.

His book *The Sound and the Fury*, widely considered one of the finest Southern Literature books, is undoubtedly Faulkner's masterpiece.

Yet one will not get through it without coming across paragraphs that look a lot like this:

"My God the cigar what would your mother say if she found a blister on her mantel just in time too look here Quentin we're about to do something we'll both regret I like you liked you as soon as I saw you I says he must be ..." (*The Sound and the Fury*)

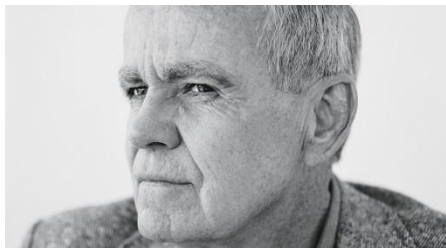
Faulkner's advice to those who are trying to get through it?

"Read it four times."

Cormac McCarthy

Long considered a potential candidate for the Nobel Prize in Literature, Cormac McCarthy is a reclusive - yet Hollywood-recognized - novelist and screenwriter.

McCarthy has written ten novels which span southern gothic, western, and post-apocalyptic genres. He has won the Pulitzer Prize and the James Tait Black Memorial Prize for Fiction.



But he doesn't think much of punctuation.

Quotation marks - "weird little marks," as he puts it in an interview with Oprah - find themselves shunned in his works, which include *No Country for Old Men* (adapted into an Academy-Award winning film) and the Pulitzer-Prize winning, post-apocalyptic novel *The Road*.

"I believe in periods, in capitals, in the occasional comma, and that's it," McCarthy told Oprah.

"I mean, if you write properly you shouldn't have to punctuate."

With a slew of literary awards under his belt, Cormac McCarthy certainly is not one to challenge when it comes to defining "writing properly". □

Job Opportunities

[Graduate Editorial Writer](#), Castleford Media, Auckland Research, write and edit for real estate, travel, health and educational organizations. Apply today.

[Travel & Tourism Workbook Writer](#), Aviation and Travel Training Group, Hamilton Create workbooks and assessments for travel, tourism and hospitality courses. Apply now.

[Programme Facilitator](#), Department of Corrections, Wellington Become a life coach for offenders, helping them towards a crime-free future. Closes 8 March.

If the closing date has passed, ask whether the position was filled. It might be still open. Not every job finds a suitable candidate the first time it's advertised.

[Project Coordinator](#), LexisNexis, Wellington Entry level opportunity in legal publishing. Apply now.

[Document Writer](#), Everest Group, Hamilton Review, write and co-ordinate written manufacturing procedures. Closes 6 March.

[Creative Content Coordinator](#), Weta Workshop, Wellington Write copy and copy edit, project manage, coordinate creative content. Closes 6 March.

[Real Estate Photography Business](#), Open2view, Auckland/Bay of Islands Franchise opportunity to provide photography and marketing services to the real estate industry. Apply today.

[Marketing and Comms Specialist](#), Madison Recruitment, Auckland Write monthly advertising publication delivered to households. No closing date.

[Publications Coordinator](#), Zespri International, Tauranga Coordinate production of Zespri's industry publications. Closes 5 March.

Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society is guided by values of fairness, accountability and responsiveness.

The mission of the Society is to support the interests of all writers in New Zealand, and the communities they serve.

Join here: (Student rate applies)

<http://www.authors.org.nz/>

How to get a job is an ebook you'll find at Amazon.com. This short ebook gives you all the steps for getting a job. Age 16 to 65. [Click here for the book.](#) Call 0800-801-994 for a chat about your new career options.

Society For Poets

Membership of the New Zealand Poetry Society entitles you to their bimonthly magazine and reduced entry fees in their competitions.

Several other benefits include a **members-only** website page.

<http://www.poetrysociety.org.nz/join>

New Zealand Freelance Writers' Association

Have you found their site? If you haven't found a suitable writer's group locally, look online. Here's where you can go to connect with other writers – wherever you live.

<http://www.nzfreelancewriters.org.nz/>

Romance Writers of NZ

This non-profit organisation was founded in 1990 by **Jean Drew** (NZIBS tutor). RWNZ has over 260 members (published and unpublished writers) from NZ, Australia, USA, UK and SA.

<http://www.romancewriters.co.nz/>

MEDIA caps for NZIBS graduates

- ❖ Journalist,
- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. One size fits all.



25 Creative Ways you can use the back of your Business Card

From the Grad's Club Report 1086 by **Tom Letourneau**
Reproduced for educational purposes

Please don't think your business card is only useful to show your name and address.

Your business card is one of the cheapest forms of advertising you can have and, because of its low cost, we don't always appreciate its full scope.

You really want the people who get your business card to go "Ooh, Wow. Tell me more about xyz."

The WOW factor is what will make the card recipient remember you – and what you can do to help them.

The back of your card is a valuable piece of blank space that should be used.

About 85% of the cards I have collected over the years have nothing on the back.

What a waste!

Think about it. You can double the effectiveness of your card by simply printing some valuable information on the back.

Here are some ideas to get you thinking. Put something on side B. Preferably something with a WOW factor:

1 – Give your business philosophy, summed up in one or two sentences.

2 – Let me help you with ... Put a list (or partial list) of your services, with •bullet points.

3 – If you have a shop, give directions to your place of business. Nearest train station. Opposite the town hall etc.

4 – Print a reusable coupon or a voucher for free parking.

5 – Have a positive affirmation or relevant "quotation".

6 – List three benefits of doing business with you.

7 – Show your face photo on the front side, smiling. Definitely.

8 – Have five short interesting quiz questions about your business or industry. "Call me for the correct answers."

9 – Offer a TO DO notepad with numbered lines to write tasks.

10 – Have a short joke that's related to your industry. You can put 100 words on one side of a business card.

11 – Offer a recipe that uses your product.

12 – List a calendar of events.

13 – List emergency telephone numbers, especially Ambulance, Poisons, Gas, Electricity etc.

14 – Five tips on how your products or services can SAVE money for your client.

15 – Five tips on how your products or services can MAKE money – if you use my product.

16 – List common weights and measures, imperial and metric.

17 – List sports events fixtures.

18 – List five "Endorsement testimonials."

19 – List the big name companies who use your services.

20 – List third party testimonials from celebrities, with photos.

21 – Your guarantee in simple English. Fifty words maximum.

22 – Give care and cleaning instructions for your products.

23 – Interesting 'Bob Ripley Trivia' about your industry.

24 – Five things people should know about your products and services, and why they are superior to cheaper products.

25 – John Ruskin's advice:

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money - that's all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the task it was bought to do.

The common law of business balance prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder, it is well to allow something extra for the risk you run. And if you do that you will have enough to pay for something better." □

A short-cut to life's wisdom

From Grad's Club News #1011
by **Regina Brett** (Abridged.)
Reproduced for educational purposes.

1. Life isn't fair, but it's still good.
 2. When in doubt, just take the next small step.
 3. Life is too short to waste time hating anyone.
 4. Your job won't take care of you when you are sick. Your friends and parents will. Stay in touch.
 5. Pay off your credit cards every month.
 6. You don't have to win every argument. Agree to disagree.
 7. Cry with someone. It's more healing than crying alone.
 8. No matter how you feel, get up, dress up and show up.
 9. Save for retirement starting with your first paycheck.
 10. When it comes to chocolate, resistance is futile.
 11. Make peace with your past so it won't screw up the present.
 12. It's OK to let your children see you cry.
 13. Don't compare your life to others. You have no idea what their journey is all about.
 14. If a relationship has to be a secret, you shouldn't be in it.
 15. Everything can change in the blink of an eye. Christchurch people know that. But God never blinks.
 16. Take a deep breath. It calms the mind. Take nine more right now.
 17. Get rid of anything that isn't useful, beautiful or joyful.
 18. Whatever doesn't kill you really does make you stronger.
 19. It's never too late to have a happy childhood. But the second one is up to you and no one else.
 20. When it comes to going after what you love in life, don't take "no" for an answer.
 21. Burn the fancy candles, use the nice sheets, wear the sexy lingerie. Don't save it for a special occasion.
 22. Over prepare, and then go with the flow.
 23. Be eccentric now. Don't wait for old age to wear purple.
 24. The biggest sex organ is the brain.
 25. No one is in charge of your happiness but you.
 26. Frame every disaster with this: 'In five years, will it matter?'
 27. Always choose life before stuff.
 28. Forgive everyone everything.
 29. What other people think of you is none of your business.
 30. Time heals almost everything. Give time, t i m e.
 1. However good or bad a situation is, it will change.
 32. Don't take yourself so seriously. No one else does.
 33. Believe in miracles. Especially little ones. They come more often.
 34. God loves you because of who God is, not because of anything you did or didn't do.
 35. Don't audit life. Show up and make the most of it now.
 36. Growing old beats the alternative - dying young.
 37. Your children get only one childhood. Enjoy the time with them.
 38. All that truly matters in the end is that you loved.
 39. Get outside every day. Miracles are everywhere when you go looking.
 40. If we all threw our problems in a pile and then saw everyone else's, we'd quickly take our own back.
- Check out Regina Brett here:
<http://www.reginabrett.com>

Job Opportunities

[Journalist, Intermediate](#), Tabs on Travel Ltd, North Shore
Write for a travel industry trade publication. Apply today.

[Online Manager](#),
Samsung Electronics, Auckland
Write, edit and post web content. Apply now.

[Personal Assistant](#), Adecco Personnel, Tauranga
Ad hoc diary management, proofreading/editing, minute taking. Apply now.

[Night Shift Project Manager](#), TransNational Translations, Christchurch
Translate non-technical Indian languages. Apply now.

[Technical Writer](#), Global Attract, Manukau, Auckland
Create technical documents that bridge the gap between technical and non-technical people. No closing date.

[Support Workers](#), Renaissance Group, Manukau
Work with disabled people to assist them to live their goals. Apply now.

All these jobs were listed on the Student Discussion Board SDB when first found. That may have been several days ago!

Has the date expired? Ask anyway!

[Ministerial Services Adviser](#), H2R Consulting, Wellington
Write official correspondence for a Minister. No closing date.

[Travel & Tourism Workbook Writer](#), Aviation and Travel Training Group, Hamilton
Develop new workbooks and assessments for travel, tourism and hospitality courses. Apply now.

[Senior Direct Writer](#), Beyond Recruitment, Auckland
Work with art director script writing. Apply now.

[Senior Direct Writer](#), Beyond Recruitment, Auckland
Lead writing team and work with art director script writing. Apply now.

Online Openings

Online Writing Jobs

<http://www.online-writing-jobs.com/jobs/freelance-proofreading-jobs.php>

iFreelance

Advertise your services here:

<http://www.ifreelance.com/>
www.fiverr.com

Freelance Writing Gigs

Online references, contract jobs and plenty of contacts.

<http://FreelanceWritingGigs.com>

How fake is that painting?

It is often very hard to tell a fake from an original, even when you know it must be fake. Think about the opening scenes of the movie version of Dan Brown's *The Da Vinci Code*.

Some scenes were shot in the galleries of the Louvre. The museum would not allow actors Tom Hanks or Audrey Tautou to remove Leonardos from the wall, so those scenes were shot in London. One hundred and fifty paintings from the Louvre were reproduced for the London set, using digital photography.

Artist James Gemmill overpainted and glazed each, even copying the craquelure and the wormholes in the frames.

When *Madonna of the Rocks* is removed from the wall, the back of the painting shows the correct stretcher placement and Louvre identification codes.

Dealers in *Old Masters* who saw the movie and were familiar with the originals in the Louvre confess to not being sure which paintings are copies ...

The answer is that every painting in the movie that is touched by Hanks or Tautou is a copy. Paintings that appear only as background in the Louvre are real. What happened to James Gemmill's copies after the scenes were shot?

No one will say.

Essential skills for freelance writers

by **Brian Konradt** (Abridged.)

Reproduced for educational purposes

Doctors, accountants, veterinary hospitals, engineer and tyre shops are all businesses. They sell products, their time as a consultant, or the use of their facilities, such as a wheel balancing machine.

They rely on the skills of freelance writers to create articles and newsletters. And most share the same two challenges:

- 1 They are too busy doing it to write about what they do.
- 2 Most of them don't have sufficient writing skills.

However, few small and home-based businesses will admit to hiring freelance copywriters.

You'll need to get smart to get hired. Here's how:

Don't ask for work

One common mistake is to ask if there's freelance work available.

As most small and home-based businesses don't actively seek freelance writers, they rarely have freelance work just 'sitting around' to hand out.

You have to create the work. You must knock at their door with a proposal and tell them how it's going to be beneficial.

Small businesses usually rely solely on staff employees to produce their newsletters and brochures. Or worse, the client or owner of the business writes the copy himself to save money.

But all too often, their print materials contain embarrassing grammatical errors and boring copy that kills business and projects a negative image.

It's all good for you!

Emphasise the benefits of hiring you and showing the owner how you can help.

Always sell solutions

"Boosting sales" is the magic phrase that all small and home-based business owners want to hear in your sales letter or over the phone when you speak one-on-one with the owner.

They care less if you write better copy than another copywriter or you offer more diverse services or you brandish a bigger client list.

If you can't help them boost sales, why should they bother hiring you?

If you write newsletters, you better know how your newsletter can predominantly boost your clients' sales.

You also must know how copywriting a newsletter can benefit the client's business; eg, you can tell the client your newsletter can increase referrals, turn first-time customers into repeat clients, increase product sales, enhance the company's image, etc.

Penetrate their budgets

Small and home-based businesses have calculated annual budgets they abide by.

Convincing prospective clients to make room in their budgets is a matter of identifying their problems (or potential problems), pitching yourself as the copywriter who has the solution(s), and then showing the decision-maker how you'll achieve this outcome.

Make it clear you're a writer who intends to boost their sales with your copywriting, not just provide professional print materials.

Eliminate ambiguity

Many small and home-based businesses are unfamiliar with how freelance copywriters work.

Take the initiative.

Educate these small and home-based businesses about how you work, what you charge and when you require payment.

Most importantly, spell out all the benefits of what you can deliver, and what you will deliver.

Charge project rates

If you tell small and home-based businesses that you charge \$50 an hour, they may balk, scream, or simply look at you drop-jawed.

They'll try to persuade you to charge much less—but every professional copywriter knows dropping your pay rates to win low-paying 'flea-market' clients is bad business practice.

Owners of small businesses may equate what he pays a staff employee with what you're asking, which may be three to four times higher.

Your job is to convince the owner of the extra value you bring.

Again, we're back to the educational process. You must educate owners so they're aware of your pay rate, what your role is, why they should hire a copywriter versus a staff employee, what you will provide, and emphasize the fact that you're a professional writer who intends to help them boost sales.

What you *can* do is charge project rates, instead of hourly rates. Hourly rates seem to create a negative feeling - a business owner knows how fast the bill can climb! A project rate assures the client that you'll charge a fixed sum and nothing more.

Besides, project rates can be profitable versus hourly rates. If you write faster and use your time wisely, you may be able to produce the project in less time, thus increasing your overall profit.

Give complete solutions

Copy to completion is a plus—and a must.

Small businesses want a writer who'll write the copy, get a designer to design it, and then take it to the printers to produce the finished piece.

If you copywrite newsletters, small businesses also expect you to do the layout, design it and work with a printer to print it—or hire other freelancers to fill the skills you don't have.

Instead of pitching yourself as a copywriter who writes newsletters, pitch yourself as a copywriter who produces newsletters from "copy to completion."

This means you not only write the newsletter, but you also deliver the finished product.

Always meet with a prospective client

Use the first meeting as a networking session. Your aim should be to find out his [the prospect's] needs, his other problems [or potential problems], and propose how you can solve these problems.

An initial meeting also has the greatest potency to establish rapport and build a relationship with the prospective client, which increases the chances of getting the work.

Use Proposals

Proposals work well as a prospecting tool. Use them to increase your business.

A proposal provides an inclusive tangible blueprint that shows how you will help the business increase sales. It describes how you fit in as a copywriter, what you will provide, the benefits of your services and your product(s) (ie newsletters, brochures, reports, manuals, etc.), and explains how—providing specific steps— you'll help increase sales.

The other advantage: proposals are tangible items that allow prospects to touch your thoughts and ideas.

Armed with these ideas, you'll be ready to locate and secure clients of small and home-based businesses in your local community.

Take particular interest of new start-up businesses and businesses offering new products or services.

Write proposals.

You can surely generate dozens of ideas to show business owners how you can help increase their sales. ■

Job Opportunities

[Studio Production Assistant](#), Jo Head Photography, Auckland
Assist with lens changing, setting up tripod, setting up the lighting frame and equipment. Full training given. Apply now.

[Life Coach](#), YB 12 New Zealand, Bay of Plenty
Love personal development? Empower people to win. No closing date.

[Editor](#), APN News & Media, Thames & Coromandel
Source and write local stories for the Waihi Leader. Closes 3 March.

[Sub-editor](#), Pagemasters, Auckland
Edit sport, business and general news. Apply now.

[Website Editor](#), Acumen Consulting, Auckland
Create digital content for websites, blogs and social sites. Apply now.

[Photographer's Assistant](#), Property3D Global, Rodney & North Shore
Travel New Zealand to take, edit and upload photos. Apply now.

[Magazine Editor](#), this&that Magazine, Christchurch
Manage magazine for captive audiences in waiting rooms and reception areas. Apply now.

[Deputy Editor](#), AGM Publishing, Auckland
Support the Editor for two magazines, Urbis and Interior. Apply now.

[Team Leaders/Community Support Workers](#), Rescare Homes Trust, Auckland

Believe in the potential of people with intellectual disabilities to have a meaningful life? Apply now.

[Junior Camera Operator](#), Broadcast Media, Christchurch
Use full-size cameras and your editing skills. Apply now.

[Marketing and Communications Manager](#), Beyond Recruitment, Auckland
Focus your talents on PR, writing and communications. Apply now.

International Writers' Workshop

Meets on 1st and 3rd Tuesday of each month, February to November inclusive, at the Lake House Arts Centre, Takapuna, Auckland.

<http://www.iww.co.nz/>

Hibiscus Coast Writers

Members enjoy workshops and six competitions a year including poetry, short stories, drama and non-fiction. Meet local writers.

<http://hibiscuscoastwriters.weebly.com/>

The Value of Television

"It is probable that television drama of high caliber and produced by first-rate artists will materially raise the level of dramatic taste of the nation."

— RCA president

David Sarnoff, 1939

"Television? The word is half Greek and half Latin. No good can come of it."

— *Manchester Guardian* editor
C.P. Scott, 1928

"Television won't matter in your lifetime or mine."

— Rex Lambert,
The Listener, 1936

"Television won't last because people will soon get tired of staring at a plywood box every night."

— movie producer
Darryl Zanuck, 1946

"Television won't last. It's a flash in the pan."

— BBC school broadcasting
director Mary Somerville, 1948

Photography Clubs

Photography clubs keep you up to date with events, seminars, competitions, new gear and more.

NZ Photographic Society details:

http://www.photography.org.nz/clubs_map.html

Kiwi Write 4 Kids

Kiwi Write4Kidz is an organisation for adults who like to write tales for children. If you want to learn more about technique, you can hear it direct from the mouths of the finest Kiwi children's authors.

<http://www.kiwiwrite4kidz.co.nz/>

Life's lottery: who will succeed in it?

The bigger your dream, the bigger the obstacles you'll face to achieve it. Dreams or goals rarely come true without delays, problems or setbacks.

More than likely, you'll have to overcome many obstacles and suffer some pain before achieving any meaningful target.

When those setbacks *do* happen, what action do you take?

You can give up, or you can try again. Most people do the first; a few do the second. Certainly, your action will depend on your skills and experience. But it also depends on your attitude.

What is it that drives you onwards each day? The answer you give yourself is rooted in the purpose you've decided you have in life, and the level of your commitment to it.

But there are three strategies you can implement to give yourself a 'leg-up' on the way to achieving the heights you know you want to achieve.

Do what matters

What values do you have?

What gap would you stand in, immovable, because it's a line you won't cross?

When you find work that matters, giving up is not an option. So choose only the kind of work that matters. No, it does not have to necessarily be stuff that 'changes the world'. But it should be stuff that changes *your* world. You won't give that up casually if an obstacle comes along.

Do what you do best

I'm not very good with numbers. Tax forms are not 'me', whereas I can write about anything all day long. I work best on my own, rather than in a team. And I work best when I'm creating or building something. How about you?

When you use skills you'd become proficient in, you'll produce quality work, and good results.

Do what emotionally stirs you to perform

When you do work you really love, meaningful work, you can completely lose yourself in it.

You know when it's happened to you; hours just disappear.

Look for work like that, stuff that lifts you up because you have reason to do it and it makes you feel alive and significant.

Work that is emotionally meaningful will cry out to be done, and you'll get a lot of satisfaction from it because you'll be upholding things you believe are important.

Will doing work like this mean you won't strike problems? No, never. Problems come around like moths to a candle, regardless.

But you'll be more resilient. And there are some tactics you can use to help you stay on track.

Focus on the goal

When you're doing what matters, keep reminding yourself *why*.

Why are you doing this? Where will this action take you? What is the next sensible step to take?

Don't see obstacles: See solutions

We do often see problems and get caught up in the downside of them. Proactively looking for solutions helps minimize the effect of challenges.

Our mind will look for – and find – what we set it to. Focussing on a solution means we're likely to get one a lot quicker.

Ask for help and support

We always manage better our various quests with good support. Those who try to go it alone will never get as far.

There are a lot of channels through which support may be accessed – even online. And when you ask, you may be surprised how many will help you – and feel good about doing so.

Seek your purpose – and don't give up on fulfilling it. ◻

Competitions

Have a go! 😊

For details of all competitions, click the links and join in!

Winners' names are posted on the SDB after the competitions are judged at each month's end.

See the competitions here:

<http://nzibs.org/forums/forumdisplay.php?f=11>

Photography competitions:

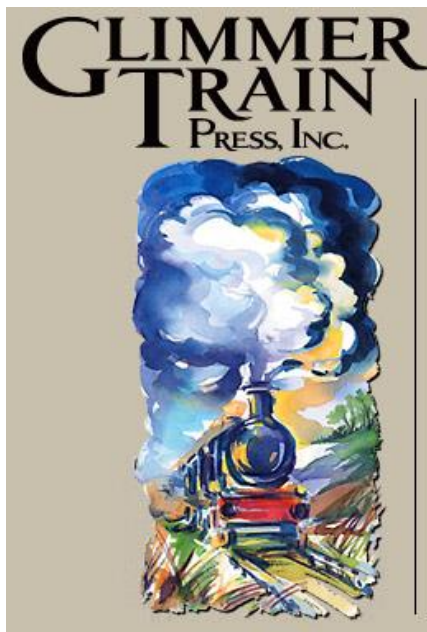
<http://nzibs.org/forums/forumdisplay.php?f=4>

Road Running ...

Guidelines for making Warner Bros **Road Runner** Cartoons:

- The Road Runner cannot harm the Coyote except by going "beep-beep!"
- No outside force can harm the Coyote — only his own ineptitude or the failure of the Acme products.
- The Coyote could stop anytime — if he were not a fanatic. (Repeat: "A fanatic is one who redoubles his effort when he has forgotten his aim." — George Santayana)
- No dialogue except "beep-beep!"
- The Road Runner must stay on the road — otherwise, logically, he cannot be called road runner.
- All action must be confined to the natural environment of the two characters — the southwest American desert.
- All materials, tools, weapons, or mechanical conveniences must be obtained from the Acme Corporation.
- Whenever possible, make gravity the Coyote's greatest enemy.
- The Coyote is always more humiliated than harmed by his failures.

Set up an Internet Business Sell information or stuff worldwide. Live anywhere. **Start with \$1.**
<http://nzibs.co.nz/internet-entrepreneur/>



THIS MONTH'S \$1500 AWARD

Glimmer Train is looking for stories about families of all configurations.

You can draw heavily on real life experiences, but the work must read like fiction, and all stories accepted for publication will be presented as fiction. Maximum word count: 12,000. Any shorter lengths are welcome.

Open to submissions in MARCH and SEPTEMBER.

Next deadline: 31 March 2015

<http://www.glimmertrain.com/newwriters.html>

Robert V Photography tutor

If you're sending in photos for assignments, or for challenges or competitions, please remember to give these important details:

- **Aperture setting – including why you chose that one**
- **Shutter speed – including why you chose that one**

The aperture and the shutter speed are the two most important aspects of making a photograph so they deserve serious consideration. The photography tutor can help you better if you give reasons for choosing specific settings.

Job Opportunities

[Community/Social Media Manager](#), Wipster, Wellington
Craft everything from emails and blog posts to policies.
No closing date.

[Sub-Editor](#), Healthy Food Guide, North Shore, Auckland.
A job for someone with strong feature and recipe copy editing skills. Apply today.

[Stakeholder Engagement Manager](#), JacksonStone and Partners, Wellington
Write publications for Save the Children programme.
No closing date.

[School Photographer's Assistant](#), School Memories, Wellington
Photograph portraits and class groups at schools throughout the Wellington region.
No closing date.

If the closing date has passed, ask whether the position was filled. You could still be considered for it.

[Digital Content Production Editor](#), Razzbri Recruitment, Auckland
Prepare and publish digital content. No closing date.

[Senior Direct Writer](#), Beyond Recruitment, Auckland
Copy and script writing working one-on-one with art director. Apply now.

[Writer](#), Bayride Motorcycle*s, Tauranga
Process warranty claims, invoices and all office documents.
No closing date.

[Web Content Manager](#), Identity, Auckland
Write and edit website content, photograph products.
Apply now with portfolio.

[Communications Advisor](#), Fulton Hogan, Christchurch
Present on rebuild projects and develop online media.
No closing date.

[Territory Owner and Writer](#), Successful Resumes NZ, Canterbury
Own your own business writing CVs. No closing date.

Crusty Guru

by **Jim Brennan**

Reproduced for educational purposes as an example of fine short story writing.

<http://nzibs.co.nz/creative-writing-short-course/>

A blind passenger in a speeding car would figure out in about ten seconds why they called this stretch of road "Suicide Alley," yet the old guy strolling along with the aid of a walker, a bottle of oxygen dangling from a hanger on its side, navigated pot holes and iron plates unfazed. It'd been thirty years since my last LSD flashback, so I was pretty certain the madman was real. Six a.m., a persistent drizzle, the road would turn into a sheet of ice if the temperature dropped another degree. I pulled up next to him, rolled down my window. Before I even opened my mouth, he shouted, "What are you bloody crazy? Pull over before someone rear-ends you!" Then he pulled the plastic tube from his nose, placed an index finger on a nostril and blasted a foot-long snot rocket in my direction.

I veered toward the curb about thirty feet up the road, got out and watched in disbelief. The crusty old buzzard steered his walker through the trenches like he had a GPS implanted in his noggin. He looked at me for the first time. "What can I do for you, Sonny?"

"Need a ride?"

"Do I look like I need a ride?"

I tilted my head back, opened my mouth and caught a few drops of sleet. "Doesn't look like this sleets gonna stop any time soon."

"All you goddamn young people are wimps."

Initially I thought I'd help the guy out; now I wanted to see if he was the real deal. "I'm going that way."

He made a face like he had a mouthful of watermelon seeds he was about to spit out. "Well, if you're going that way." He motioned his head toward the walker. "Whatta we do with this thing?"

I opened the tailgate. "In here."
He smiled revealing three yellow teeth. "Cool."

It was the first time I felt a smile. I opened the passenger door for him, and he said, "We going on a date?"

"What?"

"Guys don't open car doors for guys. You ain't queer, are you?"

I shut the door, walked around and hopped behind the wheel. I turned and faced him. The right lens in his glasses had a corner-to-corner crack, like a stock market chart. "Where you headed?"

"Down the road. Past the U-haul."

I squinted, didn't see a U-haul sign. "How far?"

"I never measured it."

I checked my rear-view mirror.

"You're clear," he said.

I pulled out on to the road.

"What kind of car is this?"

"A Jeep."

"How is it in the snow?"

"Excellent. Four-wheel drive."

"How's that work?" he asked.

"All four wheels rotate in unison."

"Unison, huh? You an engineer or something?"

I didn't follow his logic. "No."

"A scientist?"

"I'm a welder."

"You're pretty smart."

"You're the first to ever tell me that." Crazy old man, I thought.

He looked straight ahead, forehead furrowed. "Listen to me, Sonny. You are what you believe, not what people label you. Titles and positions don't mean shit."

It was hard to believe the words came from the same guy I'd picked up on the side of the road.

Then he really blew my mind. "You ever get asked about four-wheel drives again you should explain about wheel differentials and torque." So much for the crazy old man assumption.

"So, where's this U-haul joint?"

"I'm going to a cigar shop in the strip mall with the U-haul joint."

"Cigar shop? You got an oxygen tank!"

"I take it off when I smoke, idiot. A cigar a day — my number one secret to living a long life."

It's gotten me this far."

"How far is that?"

"Eighty-two, and going strong."

I couldn't wait to tell my buddies about the old dude with the walker and oxygen tube, who told me the secret to living a long life. "I still don't see the U-haul sign."

"I'm thinking we talked our way right past it," he said, slapping his knee and laughing. He was so ridiculous it was contagious.

I threw a U-turn and headed back in the direction we came from.

"There's the U-haul sign, Einstein," he said, pointing out the front window.

"Guess you were right. We talked our way past it."

"Ain't that a pisser."

I pulled up to Cigar World. The old man reached into his pocket and he pulled out a wad of cash. "What's that for?" I asked.

"For your trouble."

"I ought to give you a few bucks for the entertainment."

"Entertainment, huh?"

I looked at the shop door. "Says it doesn't open till ten. What are you gonna do until then?"

"Meditate." And he leaned back, closed his eyes, and drifted into another dimension.

"Ohmmmmmm."

Sleet turned to snow. I reclined my backrest, and drifted, thinking about torque and differentials. The next thing I knew a car door shut, voices chattered, people walked across the parking lot. I looked over just as the old man stepped out of the Jeep. He turned and leaned back in. "I hang out at the Dunkin' Donuts on Cheltenham Avenue. Stop by sometime. We'll go for a walk, smoke a cigar." He paused, then added, "And maybe, just maybe ..." He climbed out without finishing his thought.

"Maybe what?" I asked.

He shut the door, lowered his head in the window. "Maybe I'll tell you secret number two," he said, and winked. After he disappeared into Cigar World I pulled a pencil out of the glove compartment and scribbled it down: Guru — Dunkin' Donuts — Cheltenham Avenue. 