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TO DO list 2016

When I had a sole trader business I had an agreement with a friend in the same field that, if either of us died unexpectedly, the other would step in and stop all my ongoing contracts and subscriptions etc.

My wife agreed this was a sensible and responsible thing to do.

As we've switched from 2015 into 2016 may I recommend YOU find someone with the appropriate industry knowledge to do the same service for you. And you for them.

Someone who would know how to cancel your automatic subscriptions to magazines, software, clubs, societies etc.

The right person will not be family. You can't expect them to have industry knowledge. Besides, close family will be (might be?) emotionally unsettled by your death.

Such an agreement will give you and your family peace of mind.

However, this agreement is a two-sided deal. You must be ready to do the close-down and cancel thing for your friend. And/or make arrangements for a new operator etc.

This will require **close knowledge of your friend's business**. It'll likely be slightly different to yours.

Both of you should create a LIST of what is where. Who you have ongoing contracts with. This list of instructions has to be understandable to **someone who is not you**.

Doing this will be on my TO DO LIST for January 2016.

Has anyone out there got an agreement like this already? **Any tips** you can pass on? I'll put this same topic on SDB Noticeboard.

Thanks for sharing.

To people who turn 65 this year...

I wrote a Facebook post which addressed these people. I was amazed by the number of reactions that post generated. Hundreds!

I guess it hit a nerve, especially for

those who are not looking forward to a comfortable retirement with regular income from their second property rentals, book royalties, eggs from their backyard chooks, pictures they paint, ebooks they sell, proofreading jobs from England etc.

I recall Bob Proctor explaining his thirteen income streams many years ago. That impressed me and most other people in his NZ audience.

I decided to do something about it but progress was slow. Three times redundancy caught me unawares. (... because I'm a slow learner.)

Marriage. They say love is grand. But divorce was a hundred grand.

Brian Tracy told me "*Successful people leave footprints, tracks, lists, systems, biographies. Find them..*"

Type **biography** into Google and you'll see 100,000 choices. Even if you only read the first chapter of ten biographies you'll learn so much.

Tip: Most publishers tell their authors, "Put the best stuff, the most exciting action, in the first chapter."

If you miss the first five minutes of any James Bond movie you've missed the best action sequence.

We have a new competition on the Student Discussion Board.
<http://nzibs.org/forums/showthread.php?p=36887#post36887>

This is where YOU suggest ways a teenager (M or F) can turn \$10 into \$100 legally. Some good ideas there.

Point them at 'Entrepreneur' sites and they'll see 18 million choices.
<http://tinyurl.com/o4c6uqv>

Introduce young people to biographies and autobiographies.

You'll have done a good thing. □



Brian Morris
Principal

NZIBS website:

Learn new skills and create a new career for yourself. Pass these links to friends.

Freelance Travel Writing and Photography:

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

Journalism and Non Fiction Writing

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

Sports Journalism

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

Internet Entrepreneur

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

Creative Writing

http://nzibs.co.nz/?page_id=28

Romance Writing

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

Mystery and 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

Life Coaching

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

Digital Photography for Beginners

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

Professional 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 Carol here: 0800 801994.**

You already have one foot on the first rung of a ladder. Your climb could take you to the stars.

My name is Crystal Meth

From **Grad's Club Report #1094**
Reproduced for educational purposes.

This poem was written by a young Indian girl who was in jail on drug charges. She was addicted to meth. She wrote this poem in jail. As you will see, she had a talent for poetry. She also fully grasped the horrors of the drug. She was released from jail but, true to her story, the drug owned her. They found her dead not long after, with the meth needle still in her arm. What a waste of a promising life.

My name is METH.
I destroy homes, I
tear families apart.
I take your children,
and that's just the
start.
I'm more costly than
diamonds, more
precious than gold.
The sorrow I bring is
a sight to behold.
If you need me,
remember, I'm easily
found,

I live all around you - in schools
and in town.
I live with the rich, I live with the
poor.
I live down the street, and maybe
next door.

I'm made in a lab, but not like you
think,
I can be made right under the
kitchen sink.
In your child's closet, and even in
the woods,
If this scares you to death, well it
certainly should.

I have many names, but there's
one you know best.

I'm sure you've heard of me,
my name is crystal meth.



My power is awesome, try me
and you'll see, but if you do, you
may never break free.

Try me just once and I might let
you go,
But try me twice, and I'll own
your soul.

When I possess you, you'll steal
and you'll lie. You do what you
have to — just to get high.

The crimes you'll commit for my
narcotic charms
will be worth the pleasure you'll
feel in your arms.

You'll lie to your mother, you'll
steal from your dad.

When you see their tears, you
should feel sad.

But you'll forget your morals and
how you were raised.

I'll be your conscience, I'll teach
you my ways.

I take kids from parents, and
parents from kids.

I turn people from God, and
I separate friends.

I'll take everything from you, your
looks and your pride. I'll be with
you always — right by your side.

You'll give up everything - your
family, your home,

Your friends, your money, then
you'll be alone.

I'll take and take, till you have
nothing more to give.

When I'm finished with you, you'll
be lucky to live.

If you try me be warned - this is
no game,
If given the chance, I'll drive you
insane.

I'll ravish your body, I'll control
your mind,
I'll own you completely, your soul
will be mine.

The nightmares I'll give you while
lying in bed,

The voices you'll hear, from
inside your head.

The sweats, the shakes, the
visions you'll see,

I want you to know, these are all
gifts from me.

By then it's too late, and you'll
know in your heart,

That you are mine, and
we shall not part.

You'll regret you tried
me, they always do,
but you came to me,
not me to you.

You knew this would
happen, many times
you were told,
But you challenged my
power, and chose to be
bold. You could have
said no, and just
walked away,

If you could live that day over,
now what would you say?

I'll be your master, you will be my
slave.

I'll even go with you, when you
go to your grave.

Now that you've met me, what
will you do?

Will you try me or not?
It's all up to you.

I can bring you more misery
than words can foretell.

Come take my hand,
let me lead you to hell. □

Please share this with friends,
especially parents with children.
Share it with teachers, priests.

**Photocopy it and spread the
warning. Save a young life.**

How long does it take to write a short ebook?

by **Brian Morris**

Reproduced for educational purposes

Most authors find writing a regular book an intensive and time-consuming project. But it doesn't have to take years!

A very reasonable timeframe for finishing a traditional book could be just a few months.

Your level of commitment and dedication is the key.

My friend Richard Webster usually writes four books a year. He has had 115 books published, mostly by Llewellyn Press USA.

Richard writes on [spiritual and psychic and magic topics](#), but he has also written a thriller novel, many instruction books and whimsical children's stories.

Ebooks can be produced in a shorter time than paper-bound books. They tend to have fewer pages, typically from 20 to 100.

Ebooks still need proofreading and editing, but they don't need printing, binding, warehousing or distribution. Lots of time and money saved. And ebooks never get remaindered.

What topic should you write your ebook about?

The category I'm most familiar with is 'How to' titles.

These books tell you 'How to' do this or 'how to' do that. These are simple instruction books which serve an urgent need or a subject of high-level interest. **They are usually a quick read.**

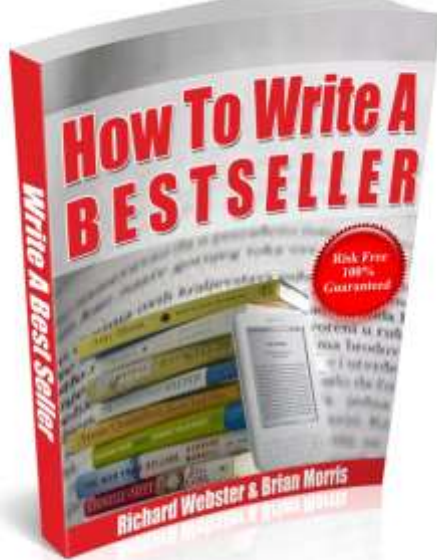
Remember this: buyers don't want 800 pages on *How To Grow Juicy Tomatoes*.

Buyers want their instructions in plain, simple English, often with diagrams, steps and bullet points.

Pick a niche market you already have knowledge in.

- Have you spent 30 years breeding Goldfish? There are 800,000 searches on Google for stuff related to goldfish each month. That's a lot of interest in goldfish.

- What do you know about [training puppies](#)? Every month over 200,000 people want to know about this subject. **Write an ebook about what you know.**



- There are over a million requests on Google right now for information about **chess**.

Have you got tips to share? Do you reckon there are some people out there who might buy and read your book? You betcha.

If you're not an expert in anything, but and you want to write an ebook and sell it, interview a bunch of experts on their specialty. Any given topic. Write down their advice, tips, suggestions, shortcuts etc. Your ebook words are your copyright.

Some years ago I convinced John Giacomini to tell me everything he knows about [fly fishing for trout](#).

As a master trout fisherman, and guide to fishing tourists, he has a wealth of knowledge, anecdotes and tips on fly fishing techniques.

We didn't get close to "everything" you know" but together we filled 50 pages.

Our ebook titled:

How To Catch Big Trout is at:

www.ebookofknowledge.com

OK, it's written. Now what?

Our **Catch Big Trout** ebook sold in modest numbers when I used Google AdWords (advertising on Google pages) to promote it.

But Adwords was very labour-intensive and can be expensive.

It is too easy to pay real money for 'clicks' on a webpage which don't turn into book purchases.

A click can cost from one cent to several dollars. Obviously, one cent per click is better and there are techniques for making one cent bids work.

One way is to find the people who type into Google the words: *How To Catch Bog Trout*. (The **i** and **o** keys are next to each other and spelling errors happen often.)

Did you get the LESSON? Lots of people can't spell. Allow for them.

Test this by putting '*Weeding Dress*' into Google and you may get what I got: 596,000 entries!

I wanted to know more so I attended a webinar (a seminar you follow 'as-it-happens' live on your computer) about 'How to put your ebooks on Amazon'.

Amazon is amazing.

Amazon gives the ebook author up to 70% of the selling price, and the author sets the selling price.

I usually start at US\$9.99 and see what the download response is like. I can see in my Amazon Account the sales figures for the month, money earned etc.

If sales aren't happening, I can quickly change the selling price. For example, to see how demand changes, I'll drop the price to US\$2.99. I'll see the result in sales figures within three days.

Amazon gives the author total control over the cover look, the book's contents and selling price.

If you've produced a skimpy or badly edited book, Amazon won't stop you publishing it.

But your returns level will be high. (All my books carry a money-back-guarantee, and in five years I've had three refund requests.)

More about Amazon

Before you get into writing your ebook/s, find out about the **Kindle** ebook reader.

You can find out all about the Kindle on Amazon.

Buy one.

This amazing machine stores hundreds of ebooks for you.

Novels, instruction books, manuals, directories, picture books, anything.

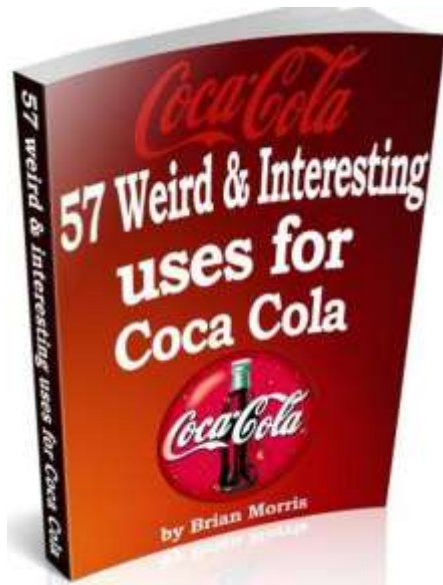
Amazon have over **3,000,000 titles** for readers to download.

The advantage to you is that very few downloads are free. Maybe 99 cents. Most range up to \$9.99.

Hence, this market knows in advance that a download will cost them a few dollars.

Every Kindle reader has a credit card and buying is EASY. Just click.

Amazon offers various extra services. One is where they will protect your IP from being hacked into. That service costs a few cents and is well worth it.



Author **Gary McLaren** says

"At first glance you might not like those writing courses that offer to help you write a book in a month, but these programmes have a common technique - they teach you how to break down your writing project into manageable chunks.

"Then you draw up a schedule for writing each section according to the course instructions.

The tutor motivates you to keep to your plan."

Gary's suggestions:

1. Be prepared.

The more you prepare in advance the quicker your actual writing is going to be. Research background material you will need.

Collect references, statistics, anecdotes or "quotations". But don't get so stuck in research that you forget to write. Set a date limit for research to end - and keep to it.

2. Break up your project into chunks.

The best way to do this for a non-fiction ebook is to write down the topics of your chapters. Use the mind-mapping technique. Then organise the bits into an appropriate order. This will later become your Table of Contents.

Go through each chapter and write down sub-headings.

When you start to write, all you need do is add paragraphs of content under each sub-heading.

Your words should keep flowing because your direction is mapped out ahead of you.

3. Schedule a fixed time to write, and keep to your schedule.

That sounds simple and it is if you give yourself a target of writing one chapter (or 1000 words) every day. Logic says you will achieve it. If you wrote a chapter a day, four days a week, for a month you'd be close to finishing your first ebook.

4. Don't try to make your writing perfect on the first draft.

Just write it. You should go back later and improve it. Polish it.

Important tip: get someone else to proofread and edit your writing. That saves later embarrassment."

Now **get ebook writing!**



Job Opportunities

[Technical Writer](#), Freedom, Auckland.

Support the creation of high-quality technical product documents. Full time. Apply now.

[Communications Advisor](#), Massey University, Palmerston North.

Promote research and stories to external and internal audiences. Full time. Closes 13 Jan.

[Communications Manager](#), External Reporting Board, Wellington.

Maintain website and update social media content. Full time. Closes 18 Feb.

[Editorial Production Coordinator](#), Madison Recruitment, Auckland.

Edit, format and coordinate the publication of science and technology journal articles. Full time. Apply now.

All these jobs were listed on the Student Discussion Board SDB when first found.

That may have been several days ago! But there may have been no suitable applicants.

Has the date expired? Put yourself forward anyway!

[Marketing and Communications Manager](#), Massey University, Auckland.

Promote the College of Business through public relations, media, marketing and online activity. Full time. Closes 8 Jan.

[Photographers](#), Staff@Sea International, Auckland.

Capture guests' best moments on board cruise ships. Multiple seasonal/fixed term positions available. Apply now.

[Journalism Coach](#), Fairfax Media, Wellington.

Transfer your writing knowledge and skills to help journalists with different learning styles deliver great stories. Full time. Apply now.

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

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 \$5 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.

<http://tinyurl.com/pgvgjky>

Call 0800-801994 for a chat about your other career options.

The Poets Society

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.



10 Rules for writing mystery stories

From **NZIBS Report #577**

by Suzi Weinert. Reproduced for educational purposes.

Even more than writing in other genres, writing mystery stories tends to follow standard rules.

Readers **want the intellectual challenge of solving the crime**

before the detective does, and the satisfaction of knowing everything will come together in the end.

Of course the best way to test the mystery writing rules listed here is to read widely; look at how others use these rules, or break them.

1. In writing mystery stories, plot is everything.

Because readers are playing a kind of game when they read a detective novel, plot has to come first, above everything else. Make sure each plot point is plausible. And keep the action moving.

2. Introduce the detective and the culprit early on.

As the main character, your detective must obviously appear early in the book. As for the culprit, your reader will feel cheated if the antagonist, or villain, enters too late in the story to be a viable suspect.

3. Introduce the crime quickly.

Ideally, within the first three chapters of your mystery novel.

Or even earlier.

The crime and the ensuing questions are what hook your reader. As with any story, do that as soon as possible.

4. The crime should be sufficiently violent.

Novice writers usually start with a murder.

For many readers, only murder really justifies the effort of reading a 300-page book while suitably testing your detective's powers.

However, also note that some types of violence are still taboo including rape, child molestation, and cruelty to animals.

5. The crime should be believable.

While the details of the murder - how, where, and why it's done, as well as how the crime is discovered - are your main opportunities to introduce variety, make sure the crime is plausible. Your reader will feel cheated if the crime is not something that could really happen.

6. The detective should solve the case using only normal scientific methods.

Consider this part of an oath written by G.K. Chesterton for the British Detection Club: *"Do you promise that your detectives shall detect the crimes presented to them using only wits which you bestow on them and not place reliance on or make use of Divine Revelation, Feminine Intuition, Mumbo Jumbo, Jiggery-Pokery, Coincidence, or Act of God?"*

7. The culprit must be capable of committing the crime.

Your reader must believe your villain's motivation and the villain must be capable of the crime, both physically and emotionally.

8. In writing mystery stories don't try to fool your reader.

Again, it takes out the fun factor. Don't use improbable disguises, twins, accidental solutions, or the supernatural. The detective should not commit the crime. Clues should be shown to the reader as the detective finds them.

9. Do your research.

"Readers have to feel you know what you're talking about," says author Margaret Murphy. She has spent time with the police forensics team. Get the details right. Mystery readers have read a lot of books like yours so you can regard them as a savvy bunch.

10. Wait as long as possible before you reveal the culprit.

They're reading to find out, or figure out, whodunit.

If you reveal this too early in the book, the reader will have no reason to continue reading. □

The almost-lost art of writing a letter

by **Geoff Chapple**

Reproduced for educational purposes.

Grad's Club Report #512

I still keep many personal letters from up to 30 years ago and I suspect that's not uncommon, for old letters represent a kind of fidelity to the past.

In that same past, you could hear the postie coming a mile off. They blew a whistle back then, to signal every household's mail drop, and as that sporadic whistle came on down the street, you leaned on the front gate humming. You waited, you feigned nonchalance, but when the postie stopped, dug into the leather satchel and began unwinding the rubber band from your very own sheaf, you had to school yourself not to snatch it.

Letters - the personal ones at least - were that important. If the letters came in from abroad, so much the better.

Letters were generally hand-written back then, and cursive script is so distinct you could immediately pick who was writing. But the stamp and postmark from England or China or France or America remained a thrill, as did the envelopes that were not Croxley and the slight strangeness of gossamer paper that was not Croxley airmail paper. Nothing against Croxley though, for when I travelled later through Asia and the Far East, the poste restante counter staff in Jakarta or Singapore or Kuala Lumpur or Bombay or Kabul or Istanbul could do me no bigger favour than pass across a bundle of Croxley aerogrammes with their New Zealand stamps.

These letters were the world. They were communication perfected, except we can now see clearly that the letter was on a slow cycle of creation/destruction.

The *Penguin Book of New Zealand Letters*, edited by Louise Lawrence, spans more than 200 years and by presenting and putting into brief context its 167 letters, it also illuminates the changes.

Letter delivery was slow but got faster. In 1823 biologist Charles Darwin hailed a passing whaler to carry the missive he'd just written to his sister Caroline.

In 1907, Katherine Mansfield posted her letters from a country shed in the Ureweras to her mother Annie Beauchamp.

By 1993 though, when satirist John Clarke wrote from Australia to his eight-year-old godchild Harriet, the transit time was down to a few days.

That's not fast enough of course, and the written letter is also a time-consuming item.

Such letters still turn up occasionally, but the letterbox where you once waited, humming, seems increasingly a dump simply for bills and direct marking appeals by Amex and other hawkers.

It won't quite match, because there isn't the labour in it, the fact that someone took the time and trouble to be thoughtful, with spelling and punctuation intact, and ventured out in the rain to the red postbox.

Or the genuinely uplifting fact that a far distant civilisation then took institutional pride in emptying the postbox, bundling your letter with its geographic cohorts, and slingshotting it across oceans to be duly delivered by quite another postal service, read in a quiet place, and quite likely kept. Such is the charm, and power of the letter. . □

Following her parents' instructions to cease communication with her beloved Nicholas, Amelia Webb wrote this coded letter to him.

After dutifully showing the letter to her parents - but before sealing the envelope - she added the postscript. Three months after writing Amelia and Nicholas were married in Australia, and emigrated to New Zealand in 1862.

The great love I have hitherto expressed to you is false, and I find my indifference towards you increases daily. The more I see of you the more you appear in my eyes an object of contempt. I feel myself in every way disposed and determined to hate you. Believe, I never had any intention to offer you my hand. Our last conversation has left a tedious reality which has by no means given me the most exalted idea of your character. Your temper would make me extremely unhappy and if we are united I shall experience nothing but The hatred of my parents added to the everlasting displeasure in living with you. I have indeed a heart to bestow, but do not desire you to imagine it at your wish, I could not give it to any one more insistent and capacious than you are and less capable to do honour to my choice and family. Yes, I hope you will be persuaded that I speak sincerely and you will do me a favour to avoid me. I shall excuse you taking the trouble to answer this, your letters are always full of impertinence and you have not the shadow of wit and good sense. Adieu, adieu believe me I am so adverse to you that it is impossible for me ever to be your affectionate friend and humble servant.

After reading this, please read it again, missing every second line. This was a secret code the lovers had previously arranged together.

Online Openings

for editors and proofreaders

When searching online, search for **variations** of what you want:

- **Proofreading**
- **Proof reading**
- **Book editing**
- **Boook editting**
- **Editing / Editor**
- **Manuscript correcting**

Be creative. Look for spelling variations. That's why they need you.

Craigslist.org

Check this international billboard of opportunities, jobs etc.

<http://auckland.craigslist.org/>

Online Writing Jobs

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

New Director for Michael King Centre

Ka Meechan is the new Executive Director of the Writers' Centre.

Ka has comprehensive knowledge of the international book trade from over 30 years of experience working in New Zealand, the UK and Australia.

Ka says: *"I am very much looking forward to working with the Michael King Writers' Studio Trust to build on the successes achieved over the last ten years."*

Catriona Ferguson, Chair of the Trust says, *"Ka will bring energy and enthusiasm along with vast experience of the literature sector to the Trust. We are thrilled that she has accepted the role of Executive Director"*.

The Trust's mission is to support quality New Zealand writing and the development of New Zealand writers.

Centre Contact Details:

Tel/Fax: (09) 445 8451

Tania Stewart, Administrator

Mobile: (09) 021 106 3837

Email: assistant@writerscentre.org.nz

Web: www.writerscentre.org.nz

Visits are by appointment only.

Which books are selling on Amazon?

Which titles sold the most copies on Amazon.com? This is not the same as 'Most popular fiction titles'.

Amazon has put out its list of [2015's best-sellers](#). The selection is an intriguing mix of history, old favourites, potboilers and new authors. Hawkins' novel, about an alcoholic woman struggling to remember a possible crime, is #1.

Second on Amazon's list is E.L. James' version of "Fifty Shades of Grey" as told from Christian Grey's point of view, **Grey**.

Lee's controversial **Watchman**, an early draft of what became **To Kill a Mockingbird**, is number 3.

However, it was the best-selling print book, while Hawkins' tome led Kindle downloads.

Veteran best-selling authors also had their places in the top 20.

David Baldacci, Lee Child, John Grisham and Nora Roberts all made Amazon's list, as did Erik Larson and David McCullough, writers of the top 20's only nonfiction works, **Dead Wake** and **The Wright Brothers**, respectively.

Two colouring books made the top 20. [Adult colouring books?](#) Who'd have guessed?

Here's [the full top 20 list](#):

1. "The Girl on the Train" by Paula Hawkins
2. "Grey: Fifty Shades of Grey as Told by Christian" by E.L. James
3. "Go Set a Watchman" by Harper Lee
4. "The Nightingale" by Kristin Hannah
5. "Memory Man" by David Baldacci
6. "Make Me: A Jack Reacher Novel" by Lee Child
7. "Rogue Lawyer" John Grisham
8. "The Girl in the Spider's Web" by David Lagercrantz
9. "Dead Wake: The Crossing of the Lusitania" by Erik Larson
10. "Silent Scream" by Angela Marsons
11. "14th Deadly Sin (Women's Murder Club)" by James Patterson with Maxine Paetro
12. "Old School: Diary of a Wimpy Kid Book 10" by Jeff Kinney
13. "Enchanted Forest: An Inky Quest and Coloring Book" by Johanna Basford
14. "The Wright Brothers" by David McCullough
15. "Adult Coloring Book: Stress Relieving Patterns" Blue Star
16. "The Liar" by Nora Roberts
17. "Luckiest Girl Alive" Jessica Knoll
18. "The Crossing" by Michael Connelly
19. "The Stranger" Harlan Coben
20. "A Spool of Blue Thread" by Anne Tyler

Book Review: ALAN SUGAR: THE WAY I SEE IT

Alan, Baron Sugar of Clapton, invented the Amstrad computer which sold 3 million units. Then he hosted the UK version of *The Apprentice*. British PM Gordon Brown appointed him business enterprise champion.

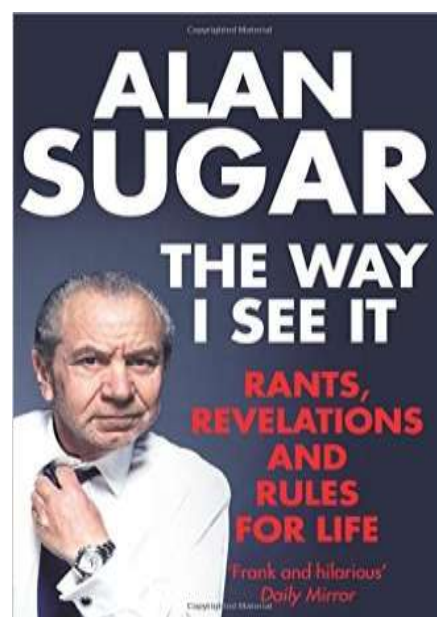
Now he encourages inventors and inventors to "have a go". Sugar admits he is a freak. He speaks his mind. Straight and ALOUD!

This isn't his autobiography (that's ISBN 9780330520478).

This book is personal rants and raves about 101 topics. Business. Health. Diets. Teenagers. The BBC.

His message to small business owners is worth reading.

ISBN: 9780230760905. Time Out Bookshop will get it for you.



Sam Walton's rules for success

Grad's Club Report #1118

Excerpted from *Sam Walton: Made in America*, 'My Story' by Sam Walton, ghostwriter John Huey.

Reproduced for educational purposes.

Sam Walton (1918 – 1992) grew up poor during The Great Depression, yet he rose to start the world's biggest retail store chain Wal-Mart.

The poverty Walton experienced while growing up surely taught him the value of money and the importance of continuing one's path even when things were tough.

Following university, Walton worked for retailer J.C. Penny before serving in the US Army during WWII. After that conflict was over, he went back to retailing, developing his ideas through a series of stores in the forties and fifties.

During the sixties Sam Walton began the Wal-Mart brand, starting in rural areas where overheads were low.

When he died in 1992, the family's net worth was approaching \$25 billion.

Today, Wal-Mart is number one in the world of retailing. There are of course many detractors of Wal-Mart's current 21st century operation. Small businesses find Sam's desire to sell '*Made in America*' has also been lost somewhere on the road to higher corporate profits.

But it's still a formidable story, and Sam's ten rules for successful business took him to the top.

1. Commit to your business. Believe in it more than anyone else does. Passion is at the top of the list of the skills you need to excel. When you have passion, you speak with conviction, act with authority and present with zeal.

If you don't have an intense, burning desire for what you are doing, there's no way you'll be able to work the long hours it takes to become successful.

2. Share profits with employees. If you treat them as partners, they will treat you as a partner, and together you will perform beyond your wildest dreams. Employees are the lifeblood of any good company. Good employees will look after your customers.

Many companies have an incentive programme for 'the big wheels', but it's the smart companies who have bonuses and profit-sharing all the way down the line to the sweeper.



Sam Walton: Master Entrepreneur

3. Motivate your partners. Money and share ownership are not enough. Set high goals, encourage competition and then keep score. Reward good people.

Competition makes you better and stronger.

You should not only welcome stiff competition, you should actively seek it. You'll never come close to your full potential unless you're stretched.

Similarly, if you don't set goals to determine where you're going, how will you know when you get there?

You must stay focused on your goals above everything else; truly dedicated individuals won't let anything interfere with the attainment of their goals.

4. Communicate everything you possibly can to your employees.

The more they know, the more they will understand. Information is power, but it must be used to empower your workforce.

You will be amazed how a few snippets of information can transform a business into a powerhouse.



5. Appreciate everything your associates do for the business. In addition to point #2, find ways to let your employees know you value their contributions. Invite your customers to share their stories of great service and post them publicly for all to see. **Catch people doing a good job and let them know you notice.** It keeps everyone motivated and does wonders for staff morale and retention. Remember - success results from a group effort.

6. Celebrate your successes. Find some humour in your failures. Don't take yourself too seriously. Maintain a positive tone, even when things don't go as planned. Although a failure may not be funny at the time, there's always a lesson to be learned. Often, the lesson learned is humility.

7. Listen to everyone in your company, and figure out ways to get them talking.

Many people think communication means getting others to do what you want them to do. For these people good communication means, "*I talk, you listen.*" That's wrong.

These people have forgotten the basic truth about being a good listener: Listening is a two-way process.

Yes, you need to be heard. But you also need to hear the other person's ideas, questions and objections. If you talk AT people instead of with them, they're not buying in—they're caving in.

8. Exceed your customers' expectations. There's one thing no business has enough of: customers.

Take care of the customers you have and they'll take care of you by coming back—and bringing their friends.

On the flip side, disappoint customers, and they'll disappoint you—and then they'll disappear.

9. Control your expenses better than your competition. Wal-Mart tries to help its customers follow this rule. If you aren't already watching your pennies, start now.

Choose VALUE over price.

10. Swim upstream sometimes. If everyone else is doing it one way, there is a good chance you can find gold by going in the opposite direction. Following the crowd leaves you stuck in the middle of competition. Blaze a trail rather than follow everyone's path.

Reading with your young child

Grad's Club Report #533

Our thanks to USA Public Broadcasting Service:
www.pbs.org/launchingreaders
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Children learn to love the **sound** of language before they ever notice the existence of printed words on a page. Reading books aloud to your child stimulates their imagination and expands their understanding of the world. Being read to helps them develop language and listening skills and prepares them to understand the written word.

When the rhythm and melody of language become part of a child's life, learning to read will be as easy as learning to walk and talk.

At just a few months an infant can look at pictures, listen to your voice, and point to objects on the pages. Guide your child by pointing to the pictures. Say the names of the various objects.

By drawing attention to pictures and associating the words with both pictures and the real-world objects your child will learn the importance of language.

Even after children learn to read by themselves it's still important for you to read aloud together. By reading stories that are on their interest level, but beyond their reading level, you stretch young readers' understanding and motivate them to improve their language skills.

Read to your child as often as possible. Let the child see the page. Although the life of a parent is hectic, you should try to read with your child at least once a day.

Don't be discouraged if you skip a day or don't always keep to your schedule. Just read to your child as often as possible.

If you have more than one child, read to them together as a group but also spend some time reading with each child alone, especially if they're more than two years apart.

However, it's also fine to read to children of different stages and ages at the same time.

Most children enjoy listening to different types of stories. When stories are complex, children can still get the idea and can be encouraged to ask questions. This extends their knowledge horizons. When stories are easy or familiar, youngsters enjoy these 'old friends' and may even help in the reading – if you let them.

Taking the time to read with your children on a regular basis sends an important message: Reading is fun. Reading is a worthwhile thing adults do.

You may go through a period when your child favours one book and wants it read day after day. Take notice: it may speak to your child's emotional needs.

It's easier to be patient when we remember how much children do not know. Here are a few concepts adults know so well we forget sometimes we ever learned them.

There's a difference between words and pictures. With young children point to the printed word as you read it aloud.

Words on a page have a meaning, and that is how we learn to read.

Words progress across the page from left to right. Then down.

Follow with your finger as you read. Children need to learn the system. So, explain the system. Each letter has at least two forms: one for capital letters and one for lower case small letters.



Be patient. Read the favourite, followed by a new book. Continue to expose your children to a breadth of books and eventually they will be ready for more stories.

Talk about the stories

It's a good idea to converse with your child about a story you are reading, but you need not talk about every story. Look for a hint.

Good stories will encourage a love for reading, with or without conversation. Sometimes children need time to think about stories they have heard.

Don't be surprised if your child mentions a day later something from a story you've read together.

It will help if we open our eyes to some things adult readers tend to take for granted.

Advertise the joy of reading.

Our goal is to motivate children to **want to read for themselves** and thus become fluent readers.

This happens when children enjoy reading. Parents can do for reading what McDonald's does for hamburgers.

We advertise the joy of reading through great stories and poems.

Having access to information through the printed word is an absolute necessity in life. But reading is more than just a practical tool.

With your help your children can begin a lifelong joyful relationship with books, so they grow into adults who read easily and frequently whether for business, knowledge, or pleasure. ■

Photography Competition.

Closes 22 January 2016.

Capture your best tea moment.
"Dilmah tea inspired me."

That's a pretty open brief.

Possibilities . . .

- > Tea with the Queen
 (Actually it's your aunt who likes to dress in her finery.)
- > Tea with the concreting gang.
- > Tea in the shearing shed.
- > Tea by yourself in glorious solitude, wherever you imagine.
- > A teabag poultice to the rescue.

Have you got the idea?

If you have any questions, ask on the SDB, and someone will offer an answer.

Note: NZIBS has no connection with Dilmah Tea (except as a customer).

Multiple entries are welcomed.
 Colour or B&W.
 You can live anywhere in the world.

Tips: If there's a sighting of a Dilmah label or tea packet somewhere in your photo that might count as a small plus.

If the tea is being drunk from a cup, avoid the chipped side. Or not!

Entries close 22 January 2016.

Selected finalists will be displayed at the Creative Arts Napier Gallery, 17-21 February 2016.

During Napier's Art Deco Festival the judges will select the overall winner.

Go HERE to place your entries:

www.dilmahteainspiredme.co.nz


PRIZES: Winner wins a ten day trip* for two to Sri Lanka, PLUS \$4000 worth of Canon photographic gear.

* There are sure to be some conditions about when you travel etc. Look for them here:

www.dilmahteainspiredme.co.nz

Good luck.

If you put in an entry, please make add a note HERE:
<http://nzibs.org/forums/showthread.php?t=6562>

The Institute will send a book prize to an entrant chosen at random. This is not part of the Dilmah competition. It's our way of encouraging you to enter. 

Competitions

Should you enter if you don't expect to win? Certainly. For details of all these competitions, click the links. Join in!

Winners' names are posted on the SDB after the competitions are judged at 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>



Whoops! Back to spelling school for this tattooist.



Job Opportunities

[Content Marketing Manager](#),

Xero, Wellington.

Put together ideas for on brand communications. Full time contract. Apply now.

[Sub-Editor](#), Healthy Food Guide, Auckland. Copy edit recipes and write features for digital and social media platforms. Permanent full time. Apply now.

[Corporate Communications Adviser](#), Massey University, Auckland. Craft key messages to university stakeholders and staff. Permanent full time. Closes 10 Jan. Positions for Palmerston North, Wellington also listed.

All these jobs were listed on the Student Discussion Board SDB when first found.

That may have been several days ago! But there may have been no suitable applicants.

Has the date expired? Put yourself forward anyway!

[Senior Content Writer](#), Madison Recruitment, Wellington.

Produce content for board and annual reports and translate technical language into plain English. Permanent full time. Apply now.

**> Rehabilitation Coach,
 > Lifestyle Facilitator,
 > Redundancy Counsellor,
 > School Careers Counsellor.**
 (These are just other names for a Life Coach. Think creatively.)

[Financial Journalist](#), The Mergermarket Group, Auckland. Write scoops and analyses on New Zealand-based companies. Temporary contract. Apply now.

If the closing date has passed, call and ask whether the position was filled. Maybe it wasn't. You could still be considered for it.

[Graduate PR Roles](#), Acumen Republic, Auckland and Wellington. Learn to develop marketing material in the fast-paced consulting world. Training provided. Permanent full time. Apply now.

The Reticence of Lady Anne

by H. H. Munro

Reproduced for educational purposes.

Egbert came into the large, dimly lit drawing-room with the air of a man who is not certain whether he is entering a dovecote or a bomb factory, and is prepared for either eventuality. The little domestic quarrel over the luncheon-table had not been fought to a definite finish, and the question was how far Lady Anne was in a mood to renew or forgo hostilities.

Her pose in the armchair by the tea-table was rather elaborately rigid; in the gloom of a December afternoon Egbert could not discern the expression on her face.

By way of breaking whatever ice might be floating on the surface, he made a remark about a dim religious light. He or Lady Anne were accustomed to make that remark between 4.30 and 6 on winter and late autumn evenings; it was a part of their married life. There was no recognised rejoinder to it, and Lady Anne made none.

Don Tarquinio lay stretched on the Persian rug, basking in the firelight with superb indifference to the possible ill-humour of Lady Anne. His pedigree was as flawlessly Persian as the rug, and his ruff was coming into the glory of its second winter. The page boy had christened him Don Tarquinio.

Left to themselves, Egbert and Lady Anne would have called him Fluff, but they were not obstinate.

Egbert poured himself some tea. As the silence gave no sign of breaking on Lady Anne's initiative, he braced himself.

"My remark at lunch had a purely academic application," he announced; "you seem to put an unnecessary significance into it."

Lady Anne maintained her defensive barrier of silence.

The bullfinch lazily filled in the interval with an air from *Iphigenie en Tauride*. Egbert recognised it immediately, because it was the only air the bullfinch whistled, and he had come to them with the reputation for whistling it. Both Egbert and Lady Anne would have preferred something from *The Yeomen of the Guard*, which was their favourite opera.

In matters artistic they had a similarity of taste. They leaned towards the honest and explicit in art, a picture, for instance, that told its own story, with generous assistance from its title. A riderless warhorse with harness in obvious disarray, staggering into a courtyard full of pale swooning women, and marginally noted "Bad News", suggested to their minds a distinct interpretation of some military catastrophe. They could see what it was meant to convey, and they could explain it to friends of duller intelligence.

The silence continued. As a rule, Lady Anne's displeasure became articulate and markedly voluble after four minutes of introductory muteness. Egbert seized the milkjug and poured some of its contents into Don Tarquinio's saucer; as the saucer was already full to the brim an unsightly overflow was the result. Don Tarquinio looked on with a surprised interest that morphed into elaborate unconsciousness when he was appealed to by Egbert to come and drink up some of the spilt matter. Don Tarquinio was prepared to play many roles in life, but a vacuum-carpet-cleaner was not one of them.

"Don't you think we're being rather foolish?" said Egbert cheerfully.

If Lady Anne thought so she didn't say so.

"I dare say the fault has been partly on my side," continued Egbert, with evaporating cheerfulness. "After all, I'm only human, you know. You seem to forget that I'm only human."

He insisted on the point, as if there had been unfounded suggestions that he was built on Satyr lines; goat continuing where the human left off.

The bullfinch recommenced its air from *Iphigenie en Tauride*. Egbert began to feel depressed. Lady Anne was not drinking her tea. Perhaps she was feeling unwell. But when Lady Anne felt unwell she was not wont to be reticent on the subject. "No one knows how I suffer from indigestion" was one of her favourite statements; but the lack of knowledge can only have been caused by defective listening; the amount of information she made available on the subject would have supplied sufficient material for a lengthy treatise.

Evidently Lady Anne was not feeling unwell.

Egbert began to think he was being unreasonably dealt with; he began to make concessions.

"I dare say," he observed, taking as central a position on the hearth-rug as Don Tarquinio could be persuaded to concede him, "I may have been to blame. I am willing, if I can thereby restore things to a happier standpoint, to undertake to lead a better life."

He wondered vaguely how it would be possible. Temptations came to him, in middle age, tentatively and without insistence, like a neglected butcher-boy who asks for a Christmas box in February for no more hopeful reason than that he didn't get one in December. He had no more idea of succumbing to them than he had of purchasing the fish-knives and fur boas ladies are impelled to sacrifice through the medium of advertisement columns during twelve months of the year. Still, there was something impressive in this unasked-for willingness to suffer.

Lady Anne showed no sign of being impressed.

Egbert looked at her nervously. To get the worst of an argument with her was no new experience. To get the worst of a monologue was a humiliating novelty.

"I shall go and dress for dinner," he announced in a voice into which he intended some shade of sternness to creep.

At the door a final access of weakness impelled him to make a further appeal.

"Aren't we being very silly?"

"A fool" was Don Tarquinio's mental comment as the door closed on Egbert's retreat. Then he lifted his velvet forepaws in the air and leapt lightly on to a bookshelf immediately under the bullfinch's cage. It was the first time he had seemed to notice the bird's existence, but he was carrying out a long-formed theory of action with the precision of mature deliberation. The bullfinch, who had fancied himself something of a despot, depressed himself of a sudden into a third of his normal displacement; then he fell to a helpless wing-beating and shrill cheeping. He had cost twenty-seven shillings without the cage, but Lady Anne made no sign of interfering. She had been dead for two hours. ■