

**November 2016:**

## **Will Americans Be Happy With Their Choice?**



**Strategies to  
Effectively Market  
Your Writing: P. 3**

**Lessons Learned  
From Reading  
500 Books P. 10**

**FICTION:  
Leeland and Duncie  
On the Case P. 12**

# That Election Over There

My worldwide club of **PROGNOSTICATORS ANONYMOUS** has thousands of members. We thought we could forecast the outcome of:

- America's Cup racing when NZL was leading 8:1.
- Britain would stay in Europe.
- Hillary Clinton would sleepwalk to victory.

Humble Pie anyone? It's not easy being smart and always wrong. Join the club!

I retain one faint hope concerning Donald Trump: that he will appoint clever people to his cabinet and they will direct the country with decent policies. After all, DT didn't weld steel or pour concrete or sow grass when his big buildings and golf courses were being constructed. And that he will let those people get on with things. Fingers crossed.

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**Here are some other things** that ANNOY me.

1. Radio and TV commercials which have children announcing telephone numbers. Kids are lovely, but they are not trained announcers. Most kids gabble, thus ruining clear diction. This is a job for someone with clear diction and a modulated voice.

2. When the spokesperson for a major company begins their announcement.

"Well-arr, umm, y'know we-ahhh reached an important-arr, decision today. To be honest, we-ahhh ..." Opportunity lost.

3. When the waiter asks four women meeting for lunch, "What would youse guys like?" Look at them. They're women!

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**I used to despair** of all those kids playing video games. "Why aren't they reading books or playing active sports?" was my cry.

I've been answered.

Video game development as an industry now earns New Zealand \$88m per year, up by 13% over last year's earnings.

What's more, 92% of those earnings are EXPORTS.

I don't understand this new industry. I don't play video games myself. But I acknowledge their contribution to the nation's wealth.

All this without polluting our waterways.

More power to them.

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Enjoy the read this month. Lots inside! ❑

**Brian Morris** | Principal

## \*THE PRINCIPAL'S PERSONAL GUARANTEE\*

**Graduate Club Members:** The Principal will work alongside any graduate of any NZIBS course **who isn't making real money** doing the thing they trained to do. There is no fee other than GC membership. Consider my personal involvement as part of your training. It extends after you graduate if you need extra help. It doesn't matter when you graduated, you qualify for this. The first graduates earned their diplomas 25 years ago!

**There are some conditions you need to meet.**

1. You must have made some effort at getting paid work. Sitting around waiting for jobs to roll in is not enough.
2. You begin by posting to the principal a one page letter/report of what you've done so far to get paid jobs. I want to see real on-paper examples of your promotional items: business card, flyer, brochure, blog site, Facebook page. Post to: Principal, NZIBS, P O Box 282288, Beachlands, Auckland 2147. Emails do not qualify.
3. Principal will give considered comments, suggestions, plus any other help. Free. Success is when someone pays you actual money.
4. The helpful involvement lasts for 30 days starting on the day Principal receives your package by post. First in, first served.
5. We will work together to get you into EARNING MONEY MODE. Make the most of my personal mentor service during those 30 days! Every day is valuable.

**New Zealand Institute of Business Studies** ♦ P O Box 282288 Auckland 2147 N.Z.  
Telephone: **0800 80 1994** ♦ [www.nzibs.co.nz](http://www.nzibs.co.nz) ♦ Email: [registrar@nzibs.co.nz](mailto:registrar@nzibs.co.nz)

## On NZIBS website

Learn new skills and create a new career for yourself.

**Freelance Travel Writing and Photography:**

[http://nzibs.co.nz/?page\\_id=40](http://nzibs.co.nz/?page_id=40)

**Journalism and Non-Fiction Writing**

[http://nzibs.co.nz/?page\\_id=38](http://nzibs.co.nz/?page_id=38)

**Sports Journalism**

[http://nzibs.co.nz/?page\\_id=60](http://nzibs.co.nz/?page_id=60)

**Creative Writing**

[http://nzibs.co.nz/?page\\_id=28](http://nzibs.co.nz/?page_id=28)

**Romance Writing**

[http://nzibs.co.nz/?page\\_id=58](http://nzibs.co.nz/?page_id=58)

**Mystery and Thriller Writing**

[http://nzibs.co.nz/?page\\_id=50](http://nzibs.co.nz/?page_id=50)

**How to Write Poetry**

[http://nzibs.co.nz/?page\\_id=44](http://nzibs.co.nz/?page_id=44)

**Writing Stories for Children**

[http://nzibs.co.nz/?page\\_id=83](http://nzibs.co.nz/?page_id=83)

**Writing Short Stories**

[http://nzibs.co.nz/?page\\_id=79](http://nzibs.co.nz/?page_id=79)

**Writing Your First Novel**

[http://nzibs.co.nz/?page\\_id=85](http://nzibs.co.nz/?page_id=85)

**Life Coaching**

[http://nzibs.co.nz/?page\\_id=46](http://nzibs.co.nz/?page_id=46)

**Digital Photography for Beginners**

[http://nzibs.co.nz/?page\\_id=30](http://nzibs.co.nz/?page_id=30)

**Professional Freelance Photography**

[http://nzibs.co.nz/?page\\_id=130](http://nzibs.co.nz/?page_id=130)

**Proofreading and Book Editing**

[http://nzibs.co.nz/?page\\_id=56](http://nzibs.co.nz/?page_id=56)

## Your Training Provider:

**NZ Institute of Business Studies**  
P O Box 28 22 88  
Beachlands, Auckland 2147

Call for information about courses

(between 8am and 5pm M-F)

Call **Carol Morris** | Registrar

Free phone **0800 80 1994**

Telephone **09 536 6182**

Email: [registrar@nzibs.co.nz](mailto:registrar@nzibs.co.nz)

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

# Authors Share Ways To Market Your Writing

**Any self-published author** knows that writing a book is just the start of a multi-step process. Once you've had your manuscript edited, proofread\*, checked for visual-page-appeal, your next move is to publish it via Kindle Direct Publishing (KDP).

Now you need to tell the world to "buy my ebook". Successful indie authors Violet Duke, Scott Pratt, and Stephanie Bond offer six tested tips for directing readers to your work, building a fan base, and achieving commercial success.

## Tip 1. Write a lot of books

"Frankly, the single most effective action anyone can take to promote a book is to write another book," says romance/thriller/mystery author Stephanie Bond.

"The more inventory you have on the market, the greater chance someone has of finding one of your ebooks, reading it, and looking for other books you've written."

Bond knows her stuff. Her books have sold millions of copies.

**Clever little tip 1A.** After you've written THE END, add a list of your other book titles, with a one sentence synopsis, and its Amazon code as a hot link. Make it easy for a satisfied reader to find your other ebooks with one click. Amazon allows you to add post scripts to your already-published ebooks.

## 2. Put sympathetic, likeable characters at the heart of a book series

Creating likeable characters sounds like creative writing 101 but legal thriller author Scott Pratt says it's more than that.

It's a marketing strategy. When he created series hero Joe Dillard, Pratt made a deliberate decision to eschew an unchanging action hero (like James Bond) and instead build his book series around a world-weary lawyer with a family who evolve over time. His strategy worked.

Author JK Rowling used this same strategy. Harry Potter and friends grow older in each next book in the Potter series.

"Readers have latched onto this protagonist," Pratt says. "And they are deeply invested in Dillard's family. He has two kids. His wife has breast cancer.

Readers want to know, 'When's the next Dillard book coming out?'

Some readers are even concerned about Dillard's religious convictions. They pray for his soul. And this is a fictional character!"

## 3. Set aside adequate time for promoting your work

If your dream is just writing and being disconnected from the business of promoting your work, then indie publishing isn't for you. Successful KDP authors invest significant time and money in promoting their books, and themselves.

Stephanie Bond splits her time between writing 60%, and book marketing 40%.

Contemporary romance writer Violet Duke spends two hours a day on social media and ad planning. Duke recently pulled back on book writing during a medical leave, but she kept up her marketing and advertising her backlist. (The result was her best sales year yet.)

## 4. Mine your backlist

Duke has written a lot of books. Known in the trade as her 'backlist', all these previously published works are a serious asset for the savvy author.

"You can mine gold by promoting your backlist," Duke says. "It's an evergreen. You shouldn't stop marketing, because every day new readers discover your books.

Thus, rather than simply pushing on and writing new works, Duke is inventive about repackaging and repositioning her older novels. She'll change the covers, rewrite the book blurbs, and create new advertising campaigns (for example, based on the changing seasons) to attract new readers.

## 5. Talk to your fans

Prosperous indie writers work at establishing direct relationships with their readers. It's central to their financial success.

Pratt reads and answers every reader email himself. He won't outsource that role because he believes if one of his readers cares enough to write to him, they deserve an answer.

It's been worth it because he's developed a lot of loyalty with those readers.

Duke also reads and responds to all reader messages. She believes it's her interaction with them that has them returning as fans.

In addition to correspondence, Duke uses her website and her Facebook page to create a 'Super Fan' group. This isn't for giveaways or special deals; this is where she talks about how she writes her books, giving avid readers a 'behind the scenes' look at her creative process. Fans love it.

Bond also responds to her readers through a emailing list—something she believes authors do better than any publisher employee. She sends semi-regular newsletters with alerts about deals and upcoming author events or related projects.

**Clever little tip 5A.** After she realised so many of her readers were asking if and when she would be releasing future books, she installed on her website a countdown progress meter which shows the status of her 'works in progress'.

## 6. Stay ahead of the curve

Nimble marketing isn't the only way to capture more readers. Sometimes a little experimentation on the writing side is in order. I believe the future of storytelling is in short-form-delivery," Bond says. So she is experimenting with length and format. She has launched a daily serial called Coma Girl about a young woman in a coma who can hear everything happening around her, especially friends and family who don't think she's listening to what they say about her!

Some readers keep up with the daily episodes on her website, others order the month's novella for the binge-read option.

"I'm trying to figure out how I can best fit into my readers' available reading time," Bond says.

"Considering how much the book industry has changed in the past few years, I believe the most valuable thing a writer can do is be willing to change as reader habits change." □

## A reminder to book authors

The Institute has proofreaders who will proofread your manuscript for no fee. They need the **testimonial** you will send them. Quick service. Liaise with the Principal.

## Student Success

Graduate Mary Dwyer writes:

*I am in awe and gratitude to you for staying with me and supporting me throughout this long journey to pass my Diploma (and with Merit!).*

(Mary needed two years to complete her one year course.)

*Thank you both very much for all the supportive words, and literature, and phone calls along the way.*

*I am very proud of my Diploma. I put it on Facebook immediately and have it pride of place on my mantelpiece in our lounge :-)  
My adult son is super proud of his mum and has lectured me on taking on more study in the writing field - bless him!*

*I know that seeing me study and giving him encouragement too has had an effect on his own learning. He returned to college this year and his grades have hit the roof all due to his own determination to succeed. He has a very special talent in creative writing and continues to amaze me with his turns of phrases. He has finally returned to reading books after years of not doing so.*

*I am about to head out the door to work, but I wanted to put these words down before I do. I'm not sure what the next stage of my writing journey is yet, but there will be one!*

*In gratitude*

Mary Dwyer, DipEdit

Halloween: Spot the Driver ...



## MAPLESS IN NEW YORK

Unfortunately, just days after hitting commuters with a fare hike, the MTA (the Transport Authority in New York) threw away up to \$250,000 worth of new subway maps because they displayed outdated fare information.

OOPS ...

The MTA ordered all its March 2013 subway maps pulled after discovering that they still listed the old \$4.50 minimum price for pay-per-ride cards. The new minimum is \$5. Talk about bad directions.

"They're very embarrassed about this," a transit source said. "They were frantically calling the booths trying to get these maps back." Proofreader out at lunch?

## Learn to tell your story effectively

Almost anyone can set up a business and sell stuff online. Where you live and how old or young you are doesn't matter. What DOES MATTER is your ability to present a compelling persuasive case for whatever you are selling. To sell stuff online, you must learn HOW TO TELL A STORY about each product you offer. Describe what it does and explain how having it will make life better for the customer. The principal skill in selling is being able to tell a story - convincingly. Yes, there are other skills and all these skills are reasonably quick and easy to learn.

Having a mentor is essential. You can't easily teach yourself, either, because you don't know what you don't know.

Start here:

[www.nzibs.co.nz/creative-writing-short-course](http://www.nzibs.co.nz/creative-writing-short-course)

Management guru **Peter Drucker** made this telling point: ***"There is nothing so useless as doing efficiently that thing which should not be done at all."***

## When restaurants go OTT

Brian Morris isn't amused ...

I went to a popular restaurant and placed my order —my orange juice was served in a **jam jar!**

I objected.

"I don't drink out of a jam jar at home and I don't expect to do so in a restaurant!"

The waitress tried to persuade me it was "trendy".

I replied, "Pull the other one. It's a jam jar! I want a proper glass please."

The OJ came in a glass, but with a chilled delivery.

Is it just me?

## Today's Prefrooding:



Ahh ... the roast gourmet potatoes. Make sure u don't miss them.



LIDL is a Little Big Supermarket chain with stores all across Europe. This one opens on the threeth in England.

Be there or be sware. □

## The truth about Hillsborough Stadium disaster



**Your life can change** in an instant. Christchurch people know that. So do people in Haiti, Sydney, Paris and elsewhere.

For Liverpool people their lives changed forever on 15 April 1989 – at Hillsborough Football Stadium.

For 26 years, what happened that day was lost under a massive official cover-up.

A whitewash of the worst kind.

Newspaper reports, police reports, ambulance reports—even the coroner—repeated the falsehood that drunken Liverpool fans had caused the stadium crush in which 96 people died.

PM Thatcher announced an inquiry. But it repeated the sanitised version of what happened. The truth was buried.

Verbatim statements were altered, amended, redacted, revised and released as 'the truth'.

Professor Phil Scranton of Liverpool University lead a team who finally uncovered the sordid truth. It took them 26 years of battling denials, obfuscation and official cover-ups.

South Yorkshire Police incompetence was the cause of 96 lives lost.

**The BBC documentary on this is riveting.**

Google search [ESPN BBC HILLSBOROUGH 1989](#).

Be informed, so you'll be prepared when the next injustice occurs. Watch it for the 96.

Watch the whole documentary right through. ❑

## Elite sportsmen and women work on their minds as much as they do on their bodies.

They know when they get their minds right, superior performance usually follows.

So why don't business people do the same?



Here is Siimon Reynolds' list of the main techniques used by sport psychologists. Pick three you feel will help you work faster, smarter and better.

### 1. Smart Goal Setting

Make sure you set simple, achievable goals which will stretch you to perform at your best. Articulate a step by step plan for achieving each goal.

### 2. Mental Imagery

Take a few minutes each day to mentally 'see' moving mental pictures of you performing superbly. Sports performance expert Dr Jim Afremow says, "personal performance can dramatically improve when we consistently rehearse mentally".

### 3. Breath Control

When you breathe slowly and deeply, your mood calms down. Breath control is a rarely discussed secret to high performance, yet it's a top tip of sports psychologist Dr Michael Gervais.

### 4. Champion's Body Language

How you move greatly affects your mood. Carry yourself like a champion and you'll begin to think like a champion.

### 5. Correct Intensity

Monitor your intensity level. Make sure it's just right for the situation. Not too intense, not too relaxed. Just right. ❑

## Job Opportunities

[Casual Support Workers](#), Pathways Health, Wellington. Help clients connect with their communities, create budgets that work and live independently. Shift work. Several positions available. Casual/vacation. Closes 25 Nov.

[Team Leader Learning and Development](#), HHL Group, Christchurch. Shape and deliver support worker learning strategy. Full time. Closes 17 Nov.

[Deal Coordinators](#), New Zealand Media & Entertainment, Auckland. Write daily deals copy for a media sales team. Two positions available. Casual/vacation. Apply now.

[Intranet Content Developer](#), Christchurch. Develop end user content for staff instruction. Contract/temp. Security clearance required. Apply now.

**All these vacancies were first listed in the Notices Forum when we discovered them.**

Has the date expired? **Check.**  
Put yourself forward anyway!  
Show them you never give up.  
Tell them Churchill taught you that.

[Digital Editor](#), Image Centre Ltd, Auckland. Take photos and write for online magazine Dish. Full time. Closes 14 Nov.

[News Editor](#), Tarawera Publishing, Rotorua. Write stories about property and the financial advisory sector. Full time. Apply now.

[Event Photographer](#), North Port Events, Auckland. Capture and edit images for iconic commercial events such as The Food Show and Auckland Art Fair. Full time. Closes 18 Nov.

[Photographer](#), University of Otago, Wellington. Create marketing images of a university's health sciences campus in the capital city. Part time. Closes 7 Nov.

[Photography Assistant](#), Kiwishots, Auckland. Specialise in portrait photography. Full time. Apply now.

**How to get a job** is an ebook you'll find at Amazon.com This short \$1 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.

<http://tinyurl.com/pgvgiky>

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

## CONTACTING NZIBS

Our toll free telephone number is **0800-801 994**

But we've been stretching it lately so we invested in extra telephone services.

If you called the office recently and you didn't get through, please accept our apologies.

The office is usually ready for action from 8am until 5pm, Monday to Friday.

There is an ANSWERPHONE service to take messages before or after those hours.

The website is open 24/7. The Student Forum is always open and available, day and night, 24/7.

Or you can email ...  
[registrar@nzibs.co.nz](mailto:registrar@nzibs.co.nz)  
[principal@nzibs.co.nz](mailto:principal@nzibs.co.nz)  
[tutor@nzibs.co.nz](mailto:tutor@nzibs.co.nz)

**If you have some good news** to share with everyone, use the [Student Forum](#). NB: Only students have access rights to the Forum.

We ALL love reading about students' new books, competition wins, even small achievements.

Students can look in all sections and post comments or questions on subjects you're not studying.

That means proofreaders and story writers can see what the photographers are getting excited about. And so on.

There are monthly competitions anyone can enter. Participate in the full student life!

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.



## Proofreaders Can Save a Fortune

Here are a few tales that show the power of a single letter ...

### The 134-year-old firm that was ruined by an "s"

Back in 2009, a British family business named Taylor & Sons Ltd employed 250 people and was on target to reach £40m. However, that year, a government website mistakenly reported that the company had gone into liquidation. This caused the Welsh firm to lose a lot of business.

It was Taylor & Son Ltd, a similarly named, but completely separate company, which had gone under. And the mistake was fixed within three days. But it caused irreparable damage. Taylor & Sons Ltd lost the market's confidence, went into administration and was eventually dissolved in 2014.

It has since been ruled that Companies House (the government website involved) was responsible. And thus, for the sake of an 's', the government has been required to pay damages of about £8.8m.

### The \$500,000 eBay typo

Back in 2007, a 155-year-old unopened bottle of Allsopp's Arctic Ale, one of the world's rarest beers, was listed on eBay.

The antique bottle was listed with the description, "*Allsop's arctic ale. Full and corked with a wax seal.*"

However, the seller had missed a "p" out of "Allsopp", making the item more difficult for collectors to find. Therefore, the auction only received two offers and the winning bid came in at \$304.

However—eight weeks later—after spotting the error, the winning bidder relisted the bottle with the correct spelling.

**"Museum Quality  
ALLSOPP'S ARCTIC ALE 1852  
SEALED/FULL."**

The second auction result was a little different. There were 157 bids and the bottle of antique, unopened 'Allsopp's' finally sold for half a million dollars.

## The Most Expensive Hyphen

On July 22, 1962, NASA launched Mariner 1 to great fanfare.

However, less than five minutes later, the unmanned spacecraft's mission aborted; the craft crashed. This was a quick end to \$80 million. What happened?

The investigation uncovered a technical problem with the craft's mathematical code.

According to NASA, it was all because a single hyphen was missing from the code.

Author Arthur C. Clarke, a British science writer, dubbed it "the most expensive hyphen in history" in his 1968 book *The Promise of Space*, and this is likely still true today.

## Erotica in the Yellow Pages?

An advert in the Pacific Bell Yellow Pages received a lot of attention in 1988 for all the wrong reasons.

A Californian travel service had placed an ad to promote their services, which included providing travel to exotic destinations.

However, during production, word 'exotic' became 'erotic' ...and so the Yellow Pages advert offered adventure of a different kind: "erotic travel".

This mistake damaged the company's reputation and it lost 80% of its business. The publisher of Yellow Pages offered to make up for the error by refunding the original \$230 listing fee.

However, the travel company responded by suing Yellow Pages for gross negligence and was awarded over \$18m.

It may be that some of this work had indeed been checked by others. But the mistakes still got through. It's a good lesson for everyone to learn: if it's important, get it checked.

While you might not be writing code for NASA or selling rare ale, typos can ruin your reputation and cost you a lot of money.

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# Lessons Learned From Reading 500 Self-Help Books

by Susie Moore

**By the time I was 15**, I had moved homes 25 times. My father was an alcoholic so we had no money. I was getting government-supplied school lunches. I was not surrounded by much ambition or inspiration. But I yearned to do something important with my life.

Then I stumbled across a book in a secondhand store, and it changed my life. It was this one: **The Magic of Thinking Big** by David J. Schwartz. It brought my inner-thoughts to life. This book understood me. It gave me support, ideas, and endless encouragement for years.

The author died soon after I was born, but he became my mentor, life coach, and closest friend.

He taught me to set my goals high, to take action toward them every day, and to always think positively about ways to achieve them. He told me not to let any obstacles (or small thinking people around me) make me feel small-minded.

The strength given to me by the books I've read vastly outweighs any other source of influence in my life.

The Swartz book turned me from feeling like a restless teenager into a formidable force in the world. I still cherish my original enthusiastically fingered and highlighted copy.

Point: I know the power of a good self-help book. The strength given to me by the books I've read vastly outweighs any other source of influence in my life. I've read 500 others since that day and I have found common themes throughout them all.

From spiritual guidance to business advice and from age-old to contemporary authors, the same golden threads tie their words together.

**Here are my top five pieces of wisdom:**

## 1. Take 100% responsibility for your life

This is Jack Canfield's main Success Principle. It encapsulates the importance of owning every part of your life, including your mistakes.

There is neither success nor joy to be had in blaming others and relinquishing control to other people or blaming your circumstances.

To create the life you want, you have to take sole responsibility for it. Don't blame your parents, your ex, or your lack of opportunities.

**Your life's direction is entirely up to you.**

Zero excuses.

Success has no prerequisites, and there is no background, or nationality that has a monopoly on success. It's all up to you.

## 2. You can be anything you want to be

"Inherent in every desire is the mechanics for its fulfilment." Deepak Chopra wrote in *The Seven Spiritual Laws of Success*.

It's no accident that if you love to write/teach/build companies/fill-in-your-own-blank, you were given talent in this area and you are meant to be doing it!

The extent to which you use your gifts and capabilities is up to you. Your talents exist to be shared, and to serve others. You have an obligation to be who your heart knows you can be. This way you make your highest contribution to the world and it's the way to live regret free.

You are worthy of receiving the blessings (including financial blessings) that result when you bring 'value' to others.

## 3. Your thoughts are everything

In *As a Man Thinketh* James Allen writes that with our thoughts we create our world. He's right. It's so beautifully simple.

You can choose to feel good in every single moment.

Feel like shit? It's because of what you are thinking at that moment. Probably fear- or guilt-based thoughts.

Feel elated? It's because of what you're thinking in that moment. Probably gratitude or satisfaction with the world.

Here's the best news. Every single thought can be changed!

**You can choose to feel good in every single moment of every day.**

Every day, in every way, reach for your highest-feeling thought.

Focus on what you want. Visualise. The Law of Attraction works like the law of gravity. It's real. Every single area of your life right now has been manifested as a result of your thoughts. So guard your thoughts like a sentry, and lose the negative people who hang around you.

## 4. Love yourself

*In Life Loves You*, Louise Hay suggests looking in the mirror and into your eyes every day and saying, "I love you. I really, really love you."

You don't need to do, have, or be anything different to be worthy of love. You are worthy simply because you exist.

When you truly love yourself, you allow yourself to be the real you.

*Don't concern yourself with what other people are doing. You understand that your needs matter and when you fail sometimes - it's OK because life is giving you either a lesson or a detour.*

## 5. There is always a higher power at work (and it's on your side).

Every biography I have read—from Steve Jobs to Maya Angelou—shares a similar truth: Do your best work and trust in a power that is bigger than you.

Here's a little secret: We are ALL terrified. We ALL feel uncertain about a million things. We are ALL just doing the best we can.

But when you apply these principles of ownership, action, thinking, and self-love, you will be unstoppable.

Why?

Because you're not alone here. We are all connected. We all stem from the same source.

In moments of discouragement, don't despair. Remember you have already survived everything that has happened to you so far, and you will continue to survive.

The universe's helping hand is on call, waiting to lift you back up whenever you ask for help. ◻

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## Graduate Fiona writes:

I want to let you know the enjoyment I am having since becoming a NZIBS Proofreading & Editing graduate at the end of 2012.

In one of the course papers I was guided to 'Project Gutenberg Distributed Proofreaders', to proofread some pages in a project on the Bell Rock Lighthouse, Robert Stevenson was the engineer. I was so fascinated by the concept that I could join with people around the world in helping preserve old publications that are out of copyright.

Through three levels of proofreading and two levels of formatting the projects which are finally worked on by 'Post Processors' who massage them into the final e-text available to the public domain. All interesting stuff.

After eight months of working through the proofreading levels I was accepted into the top level of proofreaders and after working for 18 months learning a totally new way of formatting, I have been accepted into the top level of formatting practitioners.

The standard requirement is very high with very few errors allowed. There has been so much to learn and retain but the help I received from the Gutenberg mentors was tremendous.

So I want to say this all started with the help, encouragement and guidance from my NZIBS tutor and the rest of you. So thank you all again.

**Fiona Holmes** DipEdit

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## The Poets Society

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

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

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

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## Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society (PEN NZ Inc) 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.

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

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## Here's How Small Talk Can Help Your Business

Reproduced for educational purposes from **Winston's Words of Wisdom**.

Research results tell us that when people do business with us, they like to be made to feel welcome. When you meet, greet them in a way that makes them feel good. Begin with small talk.

We start like this because people hate to feel attacked as soon as they walk into a business. They like to buy, rather than be sold. You'll achieve what you're after if you can build rapport through just getting to know each other.

'Small talk' occurs when people chat in a friendly and relaxed way about things with which they are comfortable. (People most enjoy talking about themselves, usually.)

The secret? Get them talking.

This is a daunting task for many. After all, look at people standing around at parties. They are afraid to talk to strangers. You'll realise how tough it can be for many of us.

But if you've got your ears, eyes and other senses tuned in, it's amazing what you can learn from people in a few minutes and how relaxed and comfortable they can become in a very short time - just by talking to you.

Imagine someone new has walked into your business. You've shaken their hand and greeted them warmly.

*"Welcome to Widgets, Brighton."*

Now what? Before you get down to business you might relax them by saying, *"Where are you from?"*

One way to make it easy is to know and use the 'W' questions. Rudyard Kipling called these questions his six serving men:

### **Who, What, When, Where, Why and How.**

Listen to their answers carefully. Your eyes and ears will help you pick up clues about the kind of small talk needed.

For example, they might respond with, "I'm from Smithtown, but I dropped the kids off at Jonesville."

There's your first clue— ask about their kids. You might say, *"So, how old are the kids?"* and they may spend the next few minutes telling you all about their precious little ankle biters.

To keep the conversation going, all you need do is focus on them and listen, nodding occasionally, and throwing in a *"How come?"* or possibly, *"When was that?"*

You can almost guarantee that, if you show interest in them, they will keep on talking. They could be boring you to death but because they're talking about their favourite subject, themselves, they'll consider you a really nice person.

Get people talking about themselves and they will talk heaps, because in this busy world, most people are so interested in themselves they forget to be interested in others. If we could only remember to move the focus off ourselves, those we listen to would lap up the attention.

After the 'small talk' you need to move seamlessly to the purpose of their visit — which is to buy your products or services.

But you do need to be genuinely interested. Active listening is a 'people technique', but it only works if you genuinely care.

If you don't, you'll come across as smarmy. One way to make the transition is to respond after awhile with something like this:

*"Gee, that's interesting. Now I suppose we'd better work out how I can help you with your problem. What did you have in mind?"*

You'll be amazed at how effortlessly you can bridge from small talk to business talk. You'll be even more amazed at how many of these conversations will result in you getting the business.

You'll convert a lot more inquiries into sales when you show interest and you build trust, respect and confidence through small talk.

**Small talk is big for your business!** □

Read more from **Winston Marsh**:  
<http://www.winstonmarsh.com.au/>

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# Ten fulfilling reasons to be a Life Coach

Graduates Club Report 1052

Do you want to make a tangible, significant difference in the lives of others? Life coaching could become a satisfying next career...

**Here are ten reasons to consider becoming a professional adviser in the rapidly expanding world of life coaching:**

## **It's a satisfying career choice.**

The life coaching profession has become a credible and mainstream occupation. The numbers of coaches, coaching businesses, and training courses for coaches seem to almost double each year.

People are finding that coaches DO help, and if you're a good coach, you're in demand.

You'll work with clients who want to get more out of life and work.

They'll appreciate your guidance to get there. This is very rewarding.

## **You can live and work anywhere**

Life coaches can work out of their homes – a familiar and comfortable environment.

There's no rush hour traffic, or the mad scramble for a bus in the rain. You'll coach by telephone, webinar, or skype.

Your location becomes irrelevant. Do you want to live 'on the move', traveling the world?

Once your practice is established, a satisfying income can be had from only 25-30 hours a week.

## **You can earn while you learn**

You could begin coaching in a small way while training, while you're still earning in your current work. Your lifetime of skills learned at the 'university of hard knocks' will serve you well. Over time, you'll become a master at your new profession of life coaching by 'doing' it.

## **Great Income Potential**

Coaches in private practice can make a solid living and more if you keep up with your own professional development and offer relevant and useful coaching.

Coaching clients can get results from 30 minutes a week – meaning a high effective hourly rate for you.

## **You'll get a supportive network**

These days everyone networks through professional groups, and your success depends to an extent on how well you do this.

You need to know and be known by a wide range of people.

In addition, life coaches are generally very willing to help each other, because when they do everyone wins.



## **It's a career you can begin now**

While becoming a top coach requires the same several years of dedication that all professionals need, you can start quickly.

Part time study allows you to complete an initial diploma in just a few months.

Your training will also cover how to set up in business as a life coach. You need to know how much to charge in fees, and how to market yourself. Business skills are important skills to master.

## **You'll accelerate your own development by being a coach**

Teachers always learn as much or more, than their students.

You'll get the ongoing benefit of your own training.

By default, you'll always be in a growth-focused environment, talking with others about maximizing their potential.

You win from this. And networking with other coaches will only enhance your experience.

## **Really make a difference**

A career which focuses on helping people to do enhancing and positive things for themselves is where you'll experience the satisfaction of making a difference. Coaches help others improve their quality of life, to set, stretch for and achieve their goals. Many life-coaching students want to be significant people who make a difference in the world. Being a life coach is a good way to do it.

## **You'll be continually uplifted**

Life coaches get to meet and have meaningful relationships with a broad range of interesting and goal orientated individuals. Successful coaching enlivens the soul; it can bring joy, an emotion too often absent from our busy lives. Both coach and client benefit from this creative exchange of positive energy.

## **Start with coaching, and end up wherever you like...**

Begin as a life coach; extend yourself in professional and personal development, and you can go on to become an author, speaker, even be internationally known in your field of expertise.

Life coaches have their own business, decide their own hours, and choose their own clients, and income level.

Life coaches give a wonderful service. Almost anyone will achieve growth when paired with the right coach who extends and challenges them to uphold their values.

Not everyone is suited to coaching but for those who are, it's a very rewarding and satisfying career.

Consider it.

**Ask yourself:** *What would be the benefits if I became a life coach?*

## Graduates Club

Students who graduate are invited to join the Graduates Club and enjoy these services:

- # Access to your former tutor for Q&A. Ask as many questions as you wish. Either through email exchanges, telephone, Skype etc.
- # Access to the Principal, ditto.
- # Monthly newsletters.
- # Access to Student Forum, 24/7/365.
- # Free entry to all NZIBS competitions.
- # Information about worldwide competitions.
- # Annual renewal of PRESS PASS where applicable.
- # Annual renewal of STUDENT ID CARD.
- # Access to graduates and students who will proofread your manuscripts, without a \$ fee.
- # Access to a tutor for manuscript appraisal, for a fee.
- # Assistance with finding placements for articles, photos, book manuscripts.
- # Help with finding paid work.

All that for **\$100 membership**.

PS: As a consultant any of these people could charge \$75 per hour.

## Student Forum Competitions



**Have a go!** 😊

For details of all competitions, click the link and join in. Usually entry is free!

**See the competitions here:**

<http://nzibs.co.nz/forums/forum/competitions/>

## P D James: 10 tips for writers . . .

### 1. You must be born to write

You can't teach someone to know how to use words effectively and beautifully. You can help people write more effectively and you can probably teach people a lot of little tips for writing a novel, but I don't think somebody who cannot write and does not care for words can ever be made into a writer. It just is not possible.

Nobody could make me into a musician. Somebody might be able to teach me how to play the piano reasonably well after a lot of effort, but they can't make a musician out of me and you cannot make a writer, I do feel that very profoundly.

### 2. Write about what you know

You absolutely should write about what you know. There are all sorts of small things that you should store up and use, nothing is lost to a writer. You have to learn to stand outside of yourself. All experience, whether painful or happy is somehow stored up and sooner or later it's used.

### 3. Find your own routine

I think all we writers are different. It's interesting, isn't it, how different we are?

Some people have to have the room, the pen and others do everything on a computer. I write by hand and I can write more or less anywhere as long as I've got a comfortable chair, a table, an unlimited amount of biros to write with and lined paper to write on. I dictate what I've done to my PA, and from her printout, I do the first revision.

In a sense, therefore, I revise as I go. It's important to get up early - before London really wakes and the telephone calls begin and the emails pile up. This is the best time for me, the time of quiet in the morning,

### 4. Be aware the publishing business is always changing

Goodness gracious, how the world of publishing has changed!

It is much easier now to produce a manuscript with all the modern technology.

It is probably a greater advantage now, more than ever before, to have an agent between you and the publisher.



I love situations where people are thrown together in unwelcome proximity, where all kinds of reprehensible emotions can bubble up. I think you must write what you feel you want to write because then the book is genuine and that comes through.

I believe that someone who has a feeling for words and knows how to use them will find a publisher. Publishers do still need to find new writers. We all die and that's that. There have to be successors.

Everything has changed and it's really quite astonishing, because people can self-publish now.

And actually, publishers do look at what is self-published and there are examples of people picking up very lucrative deals.

### 5. Read, write and don't daydream!

To write well, I advise people to read widely. See how people who are successful get their results, but don't copy them.

And then you've got to write! We learn to write by writing, not by just facing an empty page and dreaming of the wonderful success we are going to have. I don't think it matters much what you use as practice, it might be a short story, it might be the beginning of a novel, or it might just be something for the local magazine, but you must write and try and improve your writing all the time. Don't think about it or talk about it, get the words down.

### 6. Enjoy your own company

It is undoubtedly a lonely career, but I suspect that people who find it terribly lonely are not writers. I think if you are a writer you realise how valuable the time is when you are absolutely alone with your characters in complete peace. I think it is a necessary loneliness for most writers - they wouldn't want to be always in the middle of everything having a wonderful life. I've never felt lonely as a writer, not really, but I know people do.

### 7. Choose a good setting

Something always sparks off a novel, of course. With me, it's always the setting. I think I have a strong response to what I think of as the 'spirit of a place'. I remember I was looking for an idea in East Anglia and standing on a very lonely stretch of beach. I shut my eyes and listened to the sound of the waves breaking over the pebble shore. Then I opened them and turned from looking at the dangerous and cold North Sea, and there, overshadowing this lonely stretch of beach was the great, empty, huge white outline of Sizewell nuclear power station. In that moment I had a novel. I called it *Devices and Desires*.

### 8. Never go anywhere without a notebook

Never go anywhere without a notebook because you can see a face that will be exactly the right face for one of your characters, you can see place and think of the perfect words to describe it. I do that when I'm writing, I think it's a sensible thing for writers to do.

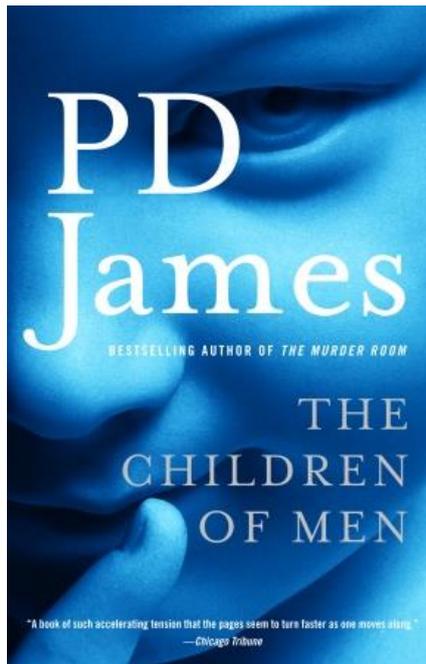
*PD James muses about her work in progress:* I've written bits of my next novel, things that have occurred to me. I've got the setting already. I've got the title, most of the plot ... I'll start some serious writing of it next month, I think.

### 9. Never talk about a book before it is finished

Never talk about a book before it is finished and I never show it to anybody until it is finished and I don't show it to anybody even then, except for my publisher and my agent. Then there is this awful time until they phone.

I'm usually pretty confident by the time I've sent it in but I have those moments when I think, 'well I sent it to them on Friday, so Saturday night they should ring up to say how wonderful it is!'

I'm always aware that people might have preferences and think that one book is better than another.



### 10. Know when to stop

I am lucky to have written as many books as I have, really, and it has been a joy. With old age, it becomes very difficult. It takes longer for the inspiration to come, but the thing about being a writer is that you need to write.

What I am working on now will be another detective story, it does seem important to write one more. I think it is very important to know when to stop.

Some writers, particularly of detective fiction, have published books that they should not have published. I don't think my publisher would let me do that. I hope I would know myself whether a book was worth publishing.

I think while I am alive, I shall write. There will be a time to stop writing but that will probably be when I come to a stop, too. □

## Job Opportunities

[Markets Journalist](#), Fairfax Media, Orange, AU. Produce new stories and photographs for local newspapers. Full time. Closes 15 Nov.

[Trainee Reporter](#), Newsquest, Swindon, UK. Write news stories for the award-winning Swindon Advertiser. Full time. Closes 30 Nov.

[Customer Service Photographer](#), Ngai Tahu Tourism, Queenstown. Take photos of Shotover Jet thrill seekers and make their adventure memorable. Contract/temp. Closes 13 Nov.

**If you see a vacancy that appeals, with an APPLY BY date which has passed . . . Apply anyway.**

Contact the company and ask "Did this position get filled? I've just discovered it and I think I'd be ideal."

**If you really ARE the ideal candidate, they will be pleased you reached out.**

[Support Workers](#), Pathways Health, Thames. Support people on their recovery journeys. Shift work. Several positions available. Casual/vacation. Closes 28 Nov.

[Alcohol/Drugs Counsellor](#), Pathways Health, Wellington. Energise and inspire people to lead drug-free lives. Full time. Closes 14 Nov.

[Healthy Lifestyle Coordinator](#), Pathways Health, Hamilton. Coach people to live their dreams by promoting nutrition, physical activity and social connectedness. Full time. Closes 27 Nov.

[Marketing and Website Administrator](#), Kiwi Petz, Tauranga. Edit images and text online to help market a pet store. Full time. Apply now.

[Writer in Residence](#), University of Canterbury, Christchurch. Work on an approved writing project in an academic environment. Two positions available. Full time. Closes 2 Dec.

[Communications Manager](#), Victoria University, Wellington. Plan, deliver and manage online and print communications for a tertiary institution. Full time. Closes 11 Nov.

## Leeland and Dunce, On the Case

Author **Amy Sisson**

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Angela Reese opened the door to find two men wearing dark suits and brimmed hats on her front porch. Both men briefly held up badges, but whisked them away before she could read them.

"Ma'am, I'm Special Agent Leeland and this is Special Agent Dunce," said the taller man. "We're responding to an anonymous phone call reporting a disturbing allegation."

"Oh my, can I be of assistance?" Mrs Reese asked, glancing over her shoulder. She gripped the door jamb tightly.

"Honey, who is it?" Mr Reese yelled from the kitchen.

"Just a minute, dear," Mrs Reese called back.

"Ma'am, may we come in?" Special Agent Dunce asked.

"Of course, Special Agent Dunce."

He held up his hand. "Please call me Agent Dunce, ma'am. We don't insist on the 'Special.'"

Mrs Reese opened the door wider and stood back to let them in.

"Can I get you some coffee?" she asked, nervously smoothing her tightly curled brown hair.

"Thank you, that won't be necessary," Leeland said. "We're here to inspect your bedroom, ma'am. You see, we—"

Mr Reese came out from the kitchen, an egg-smeared napkin tucked into his collar. "Gentlemen, can I help you?" he said. "We're in the middle of breakfast, so if you could state your business—"

"Stephen Reese?" Leeland said.

"Yes," Mr Reese said, puzzled.

"I'm Special Agent Leeland and this is Special Agent Dunce."

"From what agency?"

Leeland ignored the question. "We have a warrant to search your bedroom, Mr Reese. Please do not interfere." He walked past the couple and up the stairs, Dunce right behind him.

"Now hold it!" Mr Reese called after them. "This is my private home, and you haven't explained—" He looked at his wife, who flushed and shut the still-open front door.

"Mr and Mrs Reese, can you please come up here?" one of them called out.

Looking grim, Mr Reese stomped up the stairs, followed by his reluctant wife. Both agents were in the master bedroom, looking at the bed. The plaid bedspread and white cotton sheets lay heaped on the floor.

Leeland pointed to the now-bare mattress. "Tell me, Mr Reese, what do you see there?"

Mr Reese looked puzzled. "What? I don't see anything."

"Precisely, Mr Reese," Dunce said. "Nothing. Would you care to tell me where the mattress tag is?"

Mr Reese's face turned red. "Who the hell cares about the tag?"

Leeland's expression was stern. "We'll thank you not to use profanity, Mr Reese. Special Agent Dunce asked you a simple question: where is the mattress tag? The one that said, in capital letters: 'UNDER PENALTY OF LAW THIS TAG NOT TO BE REMOVED EXCEPT BY THE CONSUMER.'"

"But I'm the consumer!" sputtered Mr Reese. "I bought that mattress. I had the right to remove the tag!"

Leeland sighed. "Do you know how many times we've heard that, Mr Reese?" he said. "Does this mattress look 'consumed' to you? Nobody has eaten or ingested this mattress."

"But consumer also means—"

Dunce broke in. "Mr Reese, 99.97% of the mattress-owning population happens to disagree with you, not to mention the law. And even the few people who share your misguided opinion about the meaning of the word consumer usually leave the tag unmolested just in case. So what makes you so special, Mr Reese?"

Reese turned to his wife. "Angela, tell them they're being ridiculous!"

Mrs Reese's voice was shaky but determined. "I told you not to remove the tag, Stephen. Just in case, remember? Those were the exact words I used!"

"But how did they find out? Are there cameras in every bedroom in America?"

"Hardly, Mr Reese," said Leeland. "As I explained to your wife downstairs, we received an anonymous tip, and that was enough to get the warrant."

"But who the hell—"

"Language, Mr Reese," Leeland warned.

Mr Reese stood dumbfounded. He looked again at his wife.

Accusation entered his eyes.

"Angela," he said. "Did you call them? Did you call the, the 'Mattress Police?'" he demanded, practically spitting the words.

Mrs Reese's chin quivered. "I'm sorry, Stephen. I couldn't sit by and be a party to your blatant law-breaking. I just couldn't."

"I don't believe it," Mr Reese said, throwing up his hands. "You ratted me out. Your own husband!"

"Listen to yourself, Stephen," she cried. "'Ratted out.' You even sound like a criminal! I don't know the man I married," she sobbed.

Leeland and Dunce exchanged glances, then Dunce spoke. "You did the right thing, ma'am. Considering the number of mattresses sold every day, it would be impossible for us to catch every violator without the cooperation of law-abiding citizens such as yourself."

Leeland nodded. "Aside from tracing the mattresses that end up in landfills back to their owners, tip-offs from family members are how we catch most violators. Your desire to uphold the law is commendable." He pulled a pair of handcuffs out of his pocket. "You may get a follow-up visit from our Pillow Subdivision; I'm sure they'll also appreciate your assistance." He turned to Mr Reese.

"Sir, please turn around. Put your hands behind your back."

Mr Reese did so, glaring at his wife all the while. Once he was cuffed, Leeland led him downstairs, followed by Dunce and the weeping Mrs Reese. The agents escorted Mr Reese to their parked gray sedan while Mrs Reese observed from the door, aware that several open-mouthed neighbors stood watching.

Just before Leeland shut the car door, Mr Reese leaned out and yelled, "She puts 'dry clean only' clothes in the washing machine, you know!"

Mrs Reese gasped. Special Agents Leeland and Dunce turned and looked at her with stony expressions.

"It's, it's not true," she said desperately. "I mean... maybe by accident, once." The two men said nothing. "Dry cleaning is just so expensive..." she trailed off.

Leeland shook his head. "You'll be hearing from our colleagues in the Dry Cleaning Division, Mrs Reese. In the meantime, don't tamper with the evidence." □