

**Do you believe?  
Turning nothing into something**

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**Determination does it**



**Ian King found his niche**



**Time creation**

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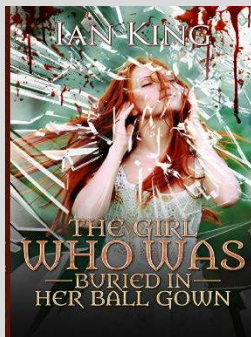
**Far away families**

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## Student success

Ian King, *Creative Writing Graduate*

[Click here](#) to see Ian King's interview about his latest novel 'The Girl Who Was Buried in Her Ball Gown'.



Ian also wrote to tell us about his NZIBS experience:

*"This is a great team and there are some fantastic courses. Anyone wishing to learn something new, needs to check out their courses.*

*I thoroughly loved mine and when I was struggling to work through a previous course, young Brian Morris recognised my struggles and actually suggested I change it to something that would really be up my alley.*

*This interjection from him made all the difference from me possibly failing the previous course, to passing the right one for me ... with merit! Yay!"*

If you have stories or achievements to share, please email us at [principal@nzibs.co.nz](mailto:principal@nzibs.co.nz) – we would love to hear from you!

## Do you believe?



We all believe in different things, and I'm not talking about religion here but believing in ourselves. Self-belief or lack of self-belief is often one of the biggest areas of coaching.

While you are progressing in life and taking steps into a new career or new business, you should develop strategies for helping yourself.

When you are in the process of setting up your business, the idea is there. You start the process of 'brain-dumping'; writing everything down so at least you can 'see' the words on the screen. Now you would think this would be a positive thing to do, and you would be right. For the most part it is. Until all the self-doubt crept in.



You may start asking yourself questions such as 'Who is going to want my services'; 'Am I going to be good enough'; 'There are many professionals out there, how am I different', and many more. In any given day, the self-belief would soar and plummet, sometimes many times in just one day.

It's hard work fighting our own limiting self-belief, but it is a great process to go through before you start your business. It's an important learning experience which helps you move forward and succeed.



## On the 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)

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[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)

**Internet Entrepreneur**

[http://nzibs.co.nz/?page\\_id=1726](http://nzibs.co.nz/?page_id=1726)

**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)

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**Writing Short Stories**

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**Life Coaching**

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**New Zealand Institute of Business Studies**  
P O Box 58 696, Auckland 2163.

For information and answers to questions about our courses,

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

Or call 09 272 3974 or

0800 801 994

(between 9am and 5pm M-F)

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# Do you have a writing buddy?

by **Jennifer Lawler** and **Bev Bachel**

from Graduates Club Newsletter #726

Adapted and shared for educational purposes.

If self-discipline isn't your strong characteristic, pairing up with a 'writing buddy' can help you keep your writing goals on track. But make sure you pick the right partner.

All writers have something to work toward, whether it's seeing your byline in a magazine, getting your novel published or just getting to the end of whatever short story you're writing. And perhaps you've already come up with some concrete, manageable goals to live your writing life by.

- "Write two pages every day."
- "Send queries out to at least five magazine sites every week."
- "Keep eyes open in front of the computer for more than 10 minutes at a time."

That's all good, but for some of us, the isolated nature of writing makes us lousy taskmasters. If no one knows you didn't meet your two-page-a-day minimum, well, it's a little bit easier to let it slide.

That's why you need a goal partner—someone to keep you honest. If you say you'll finish a first draft by the end of the month, your goal partner will encourage you until you get it finished. If your goal partner plans to query three publications each week, you'll be there to send them.

Writing organizations, classes and events are great places to start looking for your goal partner. Here's what you need to know to find the right one.

## Seek a like-minded partner

Find someone who shares some of your interests and is at a similar career point.

However, if your goals are too different, you may have trouble helping and supporting each other.

Science writer Catherine Dold, a member of a goal partnership group called Cosmic Marketing, says, "If you're trying to write and place one short story a year, you're not going to be happy with a goal partner who needs to make a living as a full-time freelancer."

## Accept no excuses

Goal partnerships work best when you're accountable to each other. Writers Marcia Turner and Sandra Beckwith, for example, have seen firsthand the importance of making each other and their goals a priority. Beckwith says, "Most recently, Marcia helped me reach my goal to set goals, suggesting a meeting to review our goals, so we set a time. If she hadn't initiated that meeting, I probably would still be procrastinating, as goal-setting isn't billable."

## Agree on the rules

Will you talk once a week or once a month? Phone or e-mail? Will you focus on career goals, personal goals or both?

Dold says, "We meet to identify and reach our goals, and we focus on business. We don't critique each other's work. We'll look at a query letter, but that's it."

Another pair or group of writers might benefit from a different set of rules. People who are more focused on goals related to craft might want to workshop their stories with each other.

## Be open with your goals

Be honest with your goal partner. If your goal is to write sappy love poems, own up.

Share your specific goals with your goal partner:

- How many books do you want to sell?
- How much money do you want to make?

Talk openly and honestly about what you want to see happen with your career.

Barbara DeMarco-Barrett, author of *Pen on Fire* (Harcourt), spends most of her time writing nonfiction. But her goal is to finish her novel. Having a regular meeting time with a partner to free write, work on timed exercises and talk about craft means that her novel gets the attention it needs.

## Share resources

Goal partners Turner and Beckwith share resources and encouragement. "I just had an idea for a small-business article, and Marcia said, 'My Business might be interested in that,'" Beckwith says. "I stopped by her house and picked up a couple of back issues to peruse before I wrote my pitch."

## Report and track your progress

Measure what you're determined to improve. If you want to have more time for one project, measure how much time you're spending on other tasks. If you want more assignments, measure your sources to find out which give you the most work.

When we first started working as goal partners, Jennifer often wondered where her writing time was going.

Bev suggested she use a time sheet to track her daily activities, and Jennifer found that she wasted several hours a day surfing the net (although she generally called it "research").

Cutting that time-wasting activity made Jennifer more productive—painlessly!

For each goal your goal partner has, ask for a regular progress report, such as a daily e-mail listing the number of new queries sent or a monthly graph tallying your increasing freelance income.

*Cont'd on Page 4*

# Do you have a writing buddy?

Cont'd from Page 3

## Take a holistic approach

Goal partners help each other achieve their goals, but they also help each other deal with the roadblocks

Roadblocks, such as perfectionist tendencies and fear of rejection, can get in the way of success. Sharing your non-work issues with your goal partner will help you clear the way for achieving your goals.

One of Jennifer's biggest problems was trying to juggle an increasingly successful writing career with single parenting, home-schooling her disabled daughter, martial arts practice (Jennifer's hobby) and the occasional margarita with friends.

Bev came up with some simple solutions:

She gave Jennifer "permission" to hire helpers, suggested that Jennifer give her daughter increased responsibility for self-care and made her promise to set aside one night a week for friends. If the focus had been solely on making sure Jennifer met work-related goals, she wouldn't feel as satisfied with her life and career as she does now.

## Celebrate your successes

Reinforce each other's successes by sending congratulatory cards, taking each other to dinner or sending a small, fun gift when a goal or milestone is reached.

It's fun to get rewards—but more important, they help you stay motivated.

When Turner achieved her goal of breaking into a major women's magazine, Beckwith did the happy dance with her. And Beckwith treated Turner to lunch when Turner finished a book manuscript.

Take the time to find and work with a goal partner, and that Pulitzer Prize or New York Times bestseller might not be so far out of reach after all. ▣

# Remember, remember, the month of Septmeber ...

On second thoughts, let's not.

Mistakes can be humorous when they happen in other people's work.

Some of them are 'smack-your-head' silly, like STOP painted on the road as SOTP, which happens more often than you might think.

September spelled Septmeber?

That's a very easy mistake to make; two letters typed out of order is only a fumble, of no account if found. But someone at Auckland University made one of those fumbles last month, and it wasn't found ...

In their 2017 end-of-September graduations, the fumble showed up, in 'only' about 250 certificates with the month wrongly spelled.

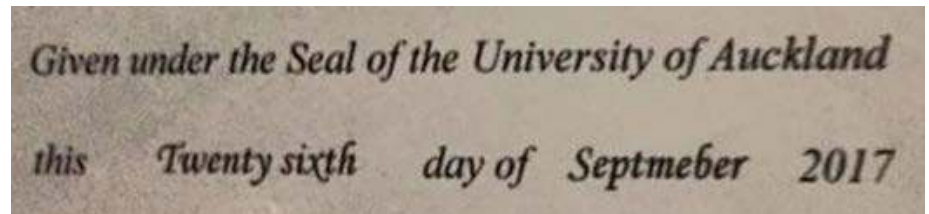
And when things aren't checked, people wish they had been. Proof reader 'red' is now likely the colour of the vice-chancellor's face.

Since the university issues more than 40 times that number of certificates in the course each year, a 'small' error in *only* 250 of them might be shrugged off.

You might think it's not too bad; *just one of those things*. And, if one of those certificates was handed to you, maybe you'd think it funny and memorable ...

The university rapidly reprinted, naturally. Just as well. Most of us wouldn't want to graduate in a month that doesn't exist.

And the lesson? There's plenty of work for proof readers! ▣



## Timing is everything

### National Geographic's Travel Photographer of the Year 2017

First place was awarded to Mexican Sergio Tapiro Velasco, whose photo 'The Power of Nature,' shows lightning striking the Volcán de Colima, Mexico. This is one of the most active volcanoes in Latin America.



## Competitions and Challenges

When you push yourself to compete with others—or against your own past standards—your competence grows. Entering competitions can be fun, and gives you an additional reason to write.

Always read the conditions. Some competitions have residency or other requirements.

**Here are a few to consider:**

### Writers of the Future

The winners of this competition, now in its 32<sup>nd</sup> year, are published in an anthology. You may not think much of scientology or L Ron Hubbard, but if you write science fiction, this contest is worth a look.

Submissions must be short stories (up to 17,000 words) in the genre of science fiction or fantasy. Entries from new and amateur writers are welcome, each quarter.

Deadlines: July 1, October 1, January 1, and April 1.

[L. Ron Hubbd Writers of the Future Contest](#)

### Inkitt for writers

This relatively new publisher has a deal for you ...

Submit a novel of 20,000 words or more in any fiction genre (no fanfic, short stories or poetry) and if you're selected, Inkitt will provide you with professional editing, a cover design, and 25 percent royalties.

Inkitt runs lots of contests, so you'll find something new each time you [come back](#) and look!

### Prose

This is a site that encourages writing. You can enter challenges, even set challenges for others!

And there are lots of things to read. Go and see:

...and don't forget NZIBS student challenges. [See the forum](#).

## CONTACTING NZIBS

Our toll free telephone number is  
**0800 80 1994**

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)

The office is usually ready for action from 9am 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.

### Connect with us:

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- [Twitter](#)
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- [LinkedIn](#)
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### If you have good news:

Please share with everyone, use the online [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 also 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.



## Job Opportunities

[Otago Daily Times Reporter](#), Queenstown / Wanaka. Multimedia storytelling, including video, for the web as well as for the ODT print edition.

Full time. Apply now.

[Summer Photographer](#), Wellington / Auckland and Christchurch. Capture the fun and excitement of racing events. Photograph indoors and outdoors, and produce a quality set of photos from each event.

Contract. Apply now.

[Editor of Rugby News](#), Christchurch. A genuine interest and experience to take on the role of Editor for this prestigious sporting title Rugby News. Contract. 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.

[Copywriter](#), Lux Group, Auckland. Researching and preparing copy and headlines for a range of experience offers, ensuring offers are subbed, fact checked and ensuring that there are no legal or advertising breaches and that there is adherence to copyright laws. Full time. Apply now.

[Celebrity and Entertainment Editor](#), Bauer Media Group (NZ) LP, Auckland. At least two years media/writing experience and a keen interest in celebrity and entertainment news and the ability to create and curate engaging content for audiences. Full time. Apply now.

[Writer – NEXT and Good Health Choices](#), Auckland Central. At least two years' experience in print journalism for a varied role, working across topics as varied as health, fashion, travel, celebrity, and the issues affecting New Zealand women. Full time. Apply now.

[Photographer](#), Tauranga. Need own gear and transport while training is provided. Fixed term. Apply now.

# How to turn nothing into something

by **Jim Rohn** from Graduates Club Report 742      Reproduced for educational purposes.

Have you ever wondered how to do that – to make something from nothing?

First, to turn nothing into something, you've got to start with your ideas and imagination.

Now, it might be hard to call ideas and imagination nothing; but how tangible are those ideas? That's a bit of a mystery.

I don't believe that ideas which can be turned into a new hotel, ideas that can be turned into a business, ideas that can be turned into a new product, or some miracle vaccine, should be called nothing.

But tangibly, you have nothing.

Think of it, ideas that become so powerful in your mind and in your consciousness they seem real to you even before they become tangible. Imagination that's so strong you can see it, hear it, smell it.

When I built our first home for my family in Idaho all those years ago, before I started construction I would take my friends out to the vacant land and give them a tour of the house. Is that possible? Is it possible to take someone on a tour through an imaginary unbuilt house? My answer is, "Yes, of course."

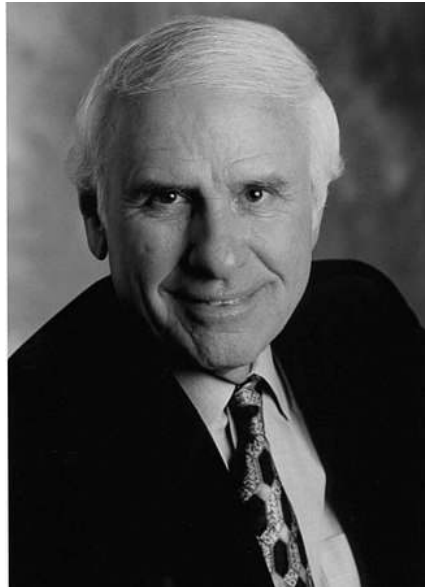
"Here is the three car garage," I used to say, and my friends would look and say, "Yes, this garage will hold three cars." I could really make it come alive. I'd take them on a tour throughout the whole house ...

"Here is the fireplace and look, this side is brick and the other side is stone." I could make it so real ... "Follow me through the rest of the house. Take a look through the picture window here in the kitchen. Isn't the view great?" One day, I made the house so real one of my

friends 'bumped his elbow' on the fireplace. I mean, it was that real.

So, the first step of turning nothing into something is to imagine the possibilities.

## **Imagine ALL the possibilities.**



Jim Rohn

One of the reasons for seminars, sermons, lyrics from songs and testimonials of others is to give us an idea of something's possibilities; to help us imagine and to see the potential.

Here is the second step for turning nothing into something, you must BELIEVE that what you imagine IS possible for you.

Testimonials like, "If I can do it, you can do it" become a support to our beliefs. First we start believing. Then we imagine how it's possible. Finally, we start to believe that what's possible is achievable for us.

We might also believe because of our own testimonial. Here is what your testimonial might say, "If it happened for me before, it could happen for me again."

So we believe not only the testimonials of others who say...

"If I can do it, you can do it. If I

can change, you can change. If I can start with nothing, you can too. If I can turn it all around, you can turn it all around."

We also have the support of our own testimonial, if we've accomplished something before. "If we did it once, we can do it again. If we did it last year, we can do it this year."

Those two things together are very powerful. Now, we do not have actual substance yet, although it is very close.

Again, step one is to imagine the possibilities. Step two is to imagine that what is possible - is possible for you. Here is what we call step two – allowing yourself to believe.

In the Bible, St Paul said "faith is substance." An interesting word: substance. Substance is "a piece of the real."

It's difficult to call substance and evidence "nothing". It is nothing in the sense that it cannot be seen except with the inner eye. You can't get hold of it because it isn't yet tangible. But it is possible to turn nothing, especially ideas and imaginations, into something if you believe that it is now possible for you.

That is when substance and evidence becomes so powerful it can now be turned into reality.

And now, the third step is to you go to work to make it real. You go to work to make it a hotel. You go to work to make it an enterprise. You go to work and make it good health. You go to work and make it an association. You go to work and make it a good marriage. You go to work and make it a movement. Your effort makes it tangible. Your effort makes it viable. You breathe life into it, then you construct it.

This is such a unique and powerful ability for all of us human beings. Put it to work and start the miracle process today! ■

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# Whose pen rules? The writer v the censor

by Marilde Motta from Graduates Club News #932 Reproduced for educational purposes.

**There's a blot** on the history of postal correspondence in the form of a black line drawn through certain words to blank out their existence.

This has been the indelible mark of the postal censor since the French Revolution. Even today the Internet, email and freedom of expression are still restricted in some countries.

With two world wars and totalitarian regimes, the 20th century left us with a shamefully high number of letters and postcards that were indecipherable for their recipients.

Since WWI, black ink blotted out words and entire sentences in letters from soldiers at the front. Military censors, active since 1915, cancelled out soldiers' state of health, morale, and even innocent information that couldn't have possibly helped the enemy.

For family and friends back home, the censored letters gave the message that the obscured words were expressions of unhappiness, difficulty and drama.

By cancelling the real message, what sort of horror stories did the gloomy mark of the censor create in people's imaginations?

But military censors could also be subtle, with the spaces and strict rules for writing postcards greatly reducing the freedom of expression of millions of soldiers on every front and on every side - many of whom were not expert with pen and ink and had only basic literacy skills.

Today these letters are collectibles. But perhaps it would be more useful if they could be studied by philologists, sociologists and historians to put together a portrait of last century that reflects the real experiences of the people who lived through those times.

Cinema has looked at censored mail in times of war in films like *The Great War*, directed by Mario Monicelli.

In Frank Borzage's film *A Farewell to Arms*, based on the novel by Ernest Hemingway, letters and postcards from the front affected the lives of the characters and played an incisive role in the plot, with Gary Cooper deserting to find Helen Hayes after he never received her letters.

Even Greta Garbo, perfectly cast as Ninotchka, faced the bitter disappointment of lines cancelled out by the indelible ink of the Soviet censors - although the Lubitsch touch turned it into comedy. This was 1939 and millions of letters were about to be censored during the coming war by the disturbing black line.

We know very little about the censors themselves. There must have been thousands of uncaring soldiers and bureaucrats just following orders who were the only ones ever to read words and stories exchanged between people they never knew. But there's still time to flush out a few from the last world war.

Entrenched in their sense of duty, perhaps they wouldn't be able to explain why certain things were censored, or maybe they've just forgotten, adding another indelible mark to history.

For Emilio Isgrò, censorship was an art, as he suggested in a speech in 1987:

"A censored word will always remain just a mark. But there's still a word there... The real power of the censor doesn't lie in cancelling or prohibition as much as in his ability to open the doors to language while pretending to close them."

Looking over the original manuscripts of novelists, poets, playwrights and other wordsmiths we find numerous words and sentences crossed out and then rethought and rewritten.

In these cases, the cancelled words really opened the doors to refreshed language.

Crossing things out and rewriting the thought until the desired result is achieved is a form of judgment, conviction and acquittal - a form of self-censorship, even.

Back in the days of typewriters, White-Out provided the cure - a small, white suture mark on the paper that was hardly unsightly.

Now, the world uses pixels; word processors don't leave a trace of the cancelled words and always produce a final-quality draft.

For author Laurence Sterne, the axe didn't only fall on words or sentences, but it was used as a writing tool. In his extensive novel *Tristram Shandy, Gentleman* - first published beginning in 1760 - entire pages have been blacked out deliberately. His work was full of outrageous devices, such as putting the prologue in the middle, but rarely has 'censorship' of a fictional character been seen at Sterne's scale. His use of this extraordinary narrative invention brings to mind the use of black screens by Alain Resnais in his film *Love Unto Death*.

But that's another story.

So what is the lesson?

Every successful writer knows that the skill of writing shows up in the re-writing. Draft 1 is where you start. Sometimes draft 19 is where you finally feel satisfied.

JK Rowling rewrote portions of her Harry Potter stories nineteen times. Her desire for doing her best paid off. ◻

## Free Special Reports

We have lots of articles on every topic imaginable. Ask for them by name and/ or number. All of them are free.

Here are just a few examples:

- 926 What to do in your creative retirement years.
- 109 Seven important tips from a great sports photographer.
- 169 How to relax your subjects, so you get a better photo portrait.
- 811 How to write like a real journalist.
- 486 How to prepare yourself for a brilliant career.
- 579 Jim Rohn's formula for turning failure into success.
- 850 What does a books editor do at work?
- 260 Why writing story books for children isn't all hard work.
- 263 How Harry Potter has got boys back into reading books.
- 754 How to stay positive during a long term job search.
- 920 Understanding why Internet sellers prosper while regular retailers stay anxious.
- 703 67 Ways to use your improved writing skills at work.
- 906 How Dick Francis got back into writing thrillers at age 87.
- 360 Why his childhood gave John Le Carre the right memories to be a master novelist.
- 232 How to write a more powerful press release.
- 242 How your handshake tells others a lot about you.
- 438 Speed reading. How to read fast so your eyes scan a whole page.
- 1000 Ken Follett talks about how he plans his thriller novels – meticulously.
- 1002 Tips for more effective PowerPoint presentations.
- 1004 How to write an editorial.
- 1005 How a novel written by an unknown author became a global bestseller. Amazing story.

Ask for any of these by name and number. They're free.

## You're never too old to learn something new

by *Paula Holland Smits*

**I freely admit:** I am afraid of deep water. I remember (or I was told by my parents, which is more likely) that I was dragged out by a big wave as a toddler, when we went to the beach a couple of days after a hurricane.

Not that this kept me from going into the ocean or the shallow end of a pool after that. I felt safe while I had my feet on the bottom.

But I never learned to swim, despite lessons in college and at the YMCA, because I couldn't relax in deep water.

Even while trying to swim in shallow water, the need to immerse my face was so difficult for me, I never practiced. I didn't enjoy it; it was a struggle.

Add to this fear, a reality that no black girl wanted their pressed hair wet. More recently, hair tends to be processed, but we still don't want it wet.

I never could coordinate the breast stroke, so swimming head-up with perfectly coiffed hair, as I have seen many women effectively do, is not an option for me. At least, not yet.

Yes, I am hopeful, because, against all odds and due in no small part to the badgering I've received from a friend, I have learned to snorkel in my dotage.

I love it. Give me the mask, snorkel and flippers (and the buoyant salty calm of the Aegean), and I am unstoppable! Well, probably anyway.

I did have to work hard on my fear. My new skill, and pastime, didn't come easily.

It took me a while to accustom myself to the feel of the snorkel. I also struggled to pull the flippers on when I couldn't put my feet on the bottom.

Time passed. It seemed ages before I was able to just relax and swim out of my depth. I had snorkeled once previously, 35 years before this, on a trip to Crete. It had been a bad experience; I don't remember quite what happened, but I lost the snorkel and had to swim quite a way back to shore, telling myself the whole time not to panic.

I told myself I'd be fine, and eventually was, after shivering on the beach uncontrollably for about two hours.

But my second experience has opened up a new world. Now I enjoy going out. At first, simply looking at the sea life under the surface was enough. But soon I wanted to emulate my friend who could dive down and retrieve shells and pretty stones-mostly beautiful marble fragments-from the bottom.

She tried to show me how to dive. But it's a skill you learn through doing it, like learning to balance yourself when riding a bicycle. It's not something someone can show you. There's quite a knack to it: propelling yourself downward to grab whatever pretty bauble attracted you, then relaxing so you'll float back up to the surface.

I had quite a few failures, but I have now gotten to the place where I can usually be successful, as long as it's not too deep. My friend can go deeper than I can, probably she has stronger legs, or just more practice.

I still need to challenge myself to swim without the equipment, perhaps finally learning the breast stroke. Then, perhaps I could even go for a scuba-diving license?

The ocean floor is the limit. □



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# Time Creation

by Brian Morris

Here's how to find an extra hour each day to read, write, doodle, think, or enjoy your hobby.

"I don't have the time!"

This is the single complaint I hear most often. Well, here's some potential solutions.

Tip: It's a smorgasbord, so you won't like them all.

- 1 Get up an hour earlier each morning. Or just on one day per week. Try it. There's a good chance you'll like it.
- 2 Go to bed an hour later. Some people sleep their lives away. Don't burn the candle at both ends on the same day.
- 3 Study a time management book, or take a T/M course. You only need one idea to be ahead. Ask your librarian to suggest a popular book.
- 4 Forego lunch. Use that hour to read or study or exercise. Bring a cut lunch.
- 5 Prioritize your tasks. Get the difficult ones done early in the day while you're fresh.
- 6 Skip reading the daily newspaper one day. Or TV. And ignore all those sport pages.
- 7 Let your spouse attend to the kids' needs for one day.
- 8 Don't answer the phone at home. Let someone take your telephone messages.
- 9 Close your office door. You'll bypass the 'drop-in' interruptions.
- 10 Ask yourself: 'Is my hobby too labour-intensive? Is it sapping my energy for more important things?'
- 11 When you go places, walk 25% faster. Make people scamper to keep up. This gives you extra energy because your whole being moves at a faster clip.
- 12 Move closer to where you work. Avoid the daily commute. Better still, work at home.
- 13 Use your car audio player to listen to talking books on long journeys. In two hours you can enjoy a novel, read by a skilled voice actor.

14 Keep a bottle of water by your desk, so you don't need the trip to the canteen.

15 Instead of writing your reports, letters, dictate them.

16 Better still, get a secretary to write the letters to your general instruction.

17 Work 10% faster. Whatever you need to decide, make the decision faster. Don't worry, you'll still be right just as often as before.

18 Delegate more. Shunt those time consuming jobs to someone else.

19 Skip spending two hours preparing a meal. Go for simpler recipes.

20 Better still, support your neighbourhood restaurant's home delivery service.

21 Convert all your tasks to a system. Be like McDonalds. Train junior staff to follow the systems you've installed.

22 If you have a long journey, hire a driver. Use the journey time to read or study.

23 Make time to relax. A few moments sharpening your axe means you'll cut wood faster. Learn to say "No".

24 Use the lift. Not as healthy but it's quicker.

25 Skip alcohol and drugs. They fuddle your mind so you take longer to do things.

26 Plan your activities. A few minutes pre-planning will save re-doing your mistakes.

27 Drink plain water. This lubricates your body and mind better than tea or coffee.

28 Put football matches on video. Watch them using the fast forward switch. Skip scrums and lineouts and you'll save 30 minutes per game.

29 Skip cricket or baseball on TV. Settle for the daily highlights.

30 Reduce the number of meetings you call or attend. Ask "Do I have to be there?" Settle for the minutes or meeting summary.

31 Make your diary work for you. Use it as a planning tool, not just a record of where you've been.

32 Hire an assistant. By divesting yourself of the menial tasks, you'll earn more money by doing what you're BEST at.

33 Employ more staff. The same principle applies to all your key people. Make decisions at the lowest possible level.

34 Streamline your working clothes. Get them ready the night before.

35 Take a shorter shower.

36 Don't waste time cooing and playing with your pets.

37 Write an email to the relative who wants to chat for hours on the phone.

38 Stay healthy. Being sick takes too much valuable time.

39 Take vitamin supplements, especially if you work long hours.

40 Ask executives to give you their reports 'on one A4 page'. This forces brevity and saves people compiling or reading the longer version.

41 Use the electrical gadgets which save your time.

42 At home, trade your easy but labour-intensive duties, like walking the dog, for short dirty jobs, like cleaning the toilet.

43 Stick to three meals per day, thus saving afternoon teas etc.

44 Use couriers to pick up and deliver things you'd have done yourself. Use retailers who deliver.

45 Employ a housekeeper, gardener, cook, driver.

46 Employ a researcher to do the prep work on your reports.

47 Get someone to sift your incoming calls. Only take the important ones.

48 Hire consultants to do in a fraction of the time what you'd slave over for hours, like programming your computer.

49 Meditate, use self-hypnosis or cat nap to recharge your batteries. Sir Winston Churchill napped extensively. The siesta has merit.

50 Visualise all the extra things you'll be able to ACHIEVE with 1-2-3-4 extra hours this week. ...and make the effort to apply some ideas from this list. ■

## Graduates Club



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

- # Access to your former tutor and staff for Q&A. Ask questions through email, phone, Skype etc.
- # Monthly newsletters.
- # Access to Student Forum, 24/7/365.
- # Annual renewal of PRESS PASS where applicable.
- # Annual renewal of 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.

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

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



NZIBS has been providing skills through superior distance learning programmes for 26 years.



## Interesting facts that explain why your emails don't get opened

by **Brian Morris**

from Grad's Club News# 1090

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Blogger Mohit Sharma has an interesting site full of tips here: [getsidekick.com/blog](http://getsidekick.com/blog). I've been reading his tips about writing emails, and I'd like to share some with you.

What you write in your email subject line is vitally important. According to Sharma, 33% of email recipients open (or don't open) an email based on the words in the subject line alone. Using the words "Sale", "New", or "Video" in the subject line boosts open rates. Especially VIDEO. People love to look at free video.

If your email is selling something, such as a holiday package as described by a travel agent, your email should have a call-to-action.

There should be just ONE THING you want the email reader to do.

According to Sharma, 69% of email recipients report an email as SPAM based solely on the words in the subject line.

And his research shows that most emails are opened on a mobile first. Not at a desk.

Remember, the average mobile phone screen can only fit 6-7 words across the screen. This means your email shouldn't have looong sentences without a return.



### Some specifics:

Emails with "Free" in the subject line were opened 10% more often than those without.

Emails with "You" in the subject line were opened 5% less often than those without.

Emails with "Quick" in the subject line were opened 17% less often than those without.

It pays to hyperlink certain words in your email. This enables the reader to go where you're pointing them with ONE CLICK. In my case I'd hyperlink keywords like: [proofreading](#), [creative writing](#), [become a Life Coach](#).

Note: a keyword can be a single word like 'photography', or a string of words like 'How to make a start at writing your first novel'.

### More specifics:

Emails with "Tomorrow" in the subject line were opened 10% more often than those without.


Emails with "Meeting" in the subject line were opened 7% less often than those without. Why? Because we all hate attending stupid meetings.

According to Sharma, emails with no subject words were opened 8% more often than those with a subject line. But he says there's a 18% decrease in open rates when the word "newsletter" is used in subject lines. Amazingly, there's a 62% increase in opens when the word "alert" is in the subject line.

I wonder. Blokes don't usually respond to alerts and warnings.

Subject lines with under 30 characters have the best open rate; ones with more than three words are opened 15% less than those with just 1-2-3 words.

Personalised subject lines (Hi, Brian,) are 22% more likely to be opened; subject lines with a sense of urgency have a 22% higher open rate.

So there you have it. Email is the best way to reach your supporters and fans. So get emailing! 

## Write stories, write poetry, take photographs

Just don't do these things  
to the exclusion of your  
loving family.

from Grad's Club Newsletter #237

**Thomas Carlyle**, a Scottish essayist and historian, lived a long time, from 1795 – 1881. During his lifetime, he was recognised as one of the world's greatest writers.

On 17 October 1826, Carlyle married his secretary Jane Welsh. Both were opinionated, forthright. The union saw both tenderness and tension. Were they happy? Carlyle's biographer didn't think their marriage was consummated.

Many stories surrounded Carlyle in life; many more came to light after he died. Some of these stories raised eyebrows, such as novelist Samuel Butler's opinion that ...

*"It was very good of God to let Carlyle and Mrs Carlyle marry one another, and so make only two people miserable and not four".*

The story which follows is one of many. How much of it is truth, and how much supposition? You'll have to decide for yourself.

Jane was an intelligent, attractive and somewhat temperamental daughter of a well-to-do doctor. They had their quarrels and misunderstandings, but still loved each other dearly.

After their marriage, Jane continued to serve as his secretary. But, after several years of marriage, she became ill.

Being a hard working Scot, and absorbed in his writing, Carlyle let Jane continue working for several weeks after her illness developed.

She had cancer, and though it was of the slow growing kind, she finally became confined to bed.

Although Carlyle loved her dearly, he very seldom found time to stay with her for long. He was too busy with his work.

When Jane died they carried her body to the cemetery for the burial service. The day was a miserable one. It was raining hard and the mud was deep.

Following the funeral Carlyle went back to his home alone. He went up the stairs to Jane's room and sat in the chair next to her bed.

He sat there thinking about how little time he had spent with her and wishing he had done things differently.

Noticing her diary on a table beside the bed, he picked it up and began to read it.

Suddenly he was shocked. There, on one page, she had written a single line. "Yesterday he spent an hour with me and it was like heaven; I love him so."

Something dawned on him which he had not noticed before. He had been too busy working to notice how much he meant to her.

He thought of all the times he had gone about his work without thinking about her or noticing her.

Then Carlyle turned the page in the diary. There he read the words that broke his heart. "I have listened all day to hear his steps in the hall, but now it is late and I guess he won't come today."

Carlyle threw the diary down and ran out of the house.

Some of his friends found him at the grave, his face buried in the mud. His eyes red from weeping. Tears continued to roll down his cheeks.

He kept repeating over and over again, "If only I had known. If only I had known."

But it was too late for Carlyle. Jane was dead.

Historians say Thomas Carlyle lived another 15 years, world weary, bored with his writing and a partial recluse. After Jane's death, he did not write seriously again. □

## Job Opportunities

[Event Photographer](#), Takapuna. To take images of event participants at the Beach Series, a Run, Ocean Swim and Stand-Up Paddle event with own laptop/computer working remotely with internet connection, also own SLR or DSLR Camera and must have relevant photography experience. Fixed term. Apply now.

[Photographer](#), Multiple Locations. To take photos of 8 hotels in Auckland and one in each of the cities Hamilton, Rotorua and Queenstown. One-off. Apply now.

[Website Editor/Journalist](#), Chinese New Zealand Herald Limited, Auckland. Writing and editing new articles, daily news and feature stories in online media, with skills of translating both in Chinese and English and reviewing and proof reading copy of publication. Full time. Apply now.

[Reporter](#), NZME, Taupo. The ability to adapt to new technologies is essential, as is accuracy, time management skills, people skills and tenacity. Part time. Apply now.

[Editorial Assistant/Writer](#), Bauer Media Group (NZ), Auckland. An entry-level role for a talented writer and editorial assistant to generate lifestyle content for every issue, plus manage administration tasks for the office. Full time. Apply now.

[Travel Journalist, Business](#), Tabs on Travel Ltd, Auckland. A strong business news background, with at least a year's experience in the field for a travel industry daily publication focusing on outbound travel. Full time. Apply now.

[Reporter](#), Wairarapa Times-Age, Masterton. Able to write quickly and meet deadlines, take strong news photos, and be social media savvy along with a journalism qualification. Full time. Apply now.

[Creative Graphic Designer, Photographer, Marketing Sales Extraordinaire](#), Grey Lynn, Auckland region. Multiple skilled person with marketing ideas for retouching photographic images using photoshop and post production managing orders through to printing. Full time. Apply now.

# Far away families

Author **Teresa Ashby**

Reproduced for educational purposes as an example of a well-written story.

"We're throwing a party for your birthday, Mum," Paula says. For a moment, my heart takes flight.

"Are you coming home?"

"Didn't you get the parcel we sent for your birthday?"

"The webcam, yes. I haven't fixed it to my computer yet," I say.

"You must do it before Friday," Paula says. "Set it up and be ready at eight in the evening your time. We're having a party here and it'll be like you're here with us."

She means well, but it still hurts. It's four years since she and Shane went off to live in Brisbane. I have a two-year-old granddaughter I've never held, but every day they email me a new picture.

Within hours of Danielle's birth; I had pictures to show everyone and they always asked the inevitable.

"When are you going to see her?"

The truth is: never. Even the thought of seeing my family isn't enough to get me on a plane, on my own. You probably think I'm a terrible coward, but if you knew how scared I was... And it's a very long flight to Australia.

If Charlie was still alive and could be there to hold my hand, it might be different. But there is no one to sit with me and take away my fear so I stay at home, missing out.

"I know it's not the same, Mum," Paula says. "But Shane's going to set up our cam so you'll be able to see all of us live and we'll be able to see you and drink together."

Paula sounds a bit choked, so I don't make it harder for her.

"What a lovely thought, darling."

"Invite some friends round to your place," Paula says. "It won't be much of a party at your end if you're on your own."

They have a wonderful life in Australia. Shane has a good job and they can afford for Paula to be a stay-at-home mum.

I've always thought the future is brighter in Australia. It seems to be the new land of opportunity. A wonderful place to grow up.

I blame Billy Connolly for Shane and Paula's decision to emigrate there. They saw his world tour of Australia on the television and fell in love with the place. Decided to emigrate. And in the four years they've been there, it's as if their lives have been charmed.

They're always trying to get me to visit, but they know my fear of flying, being alone all that time in the air. It's too much.

"All right, love," I say. I'll need my closest and dearest friends with me if only to keep me from falling to pieces. "I'll get Jan and Marie and Irene over." And I get on with planning my little party. I'm determined to look on the bright side. My family won't be here, but it will be almost as if they are.

We have a practice with the webcams and I see my daughter and granddaughter live on the screen.

Danielle waves to me and calls my name. Paula laughs. It's wonderful to see them like this, in their home, now as it's happening. Better than the mini-movies Shane takes with his digital camera that I play over and over and over again.

Better than a hundred photographs. On the day of the party, the girls arrive bearing gifts and bottles. By the time eight o'clock comes round, we've made a serious dent in the wine.

"Isn't this exciting?" Jan says as we pull up chairs around the computer.

My gathered friends pull in close. They can imagine how I'm feeling. Happy and sad in equal measure.

"Why won't you fly out there and see them?" Jan says. "We could get you really drunk then shove you on the plane and by the time you sobered up, you'd be there."

"They don't let you on planes if you're drunk," Irene sniggers.

"Maybe we should just bash her over the head with something."

"It's time," I say.

And there they are. My family.

Paula is carrying a cake towards the computer with a blaze of candles burning on the top. They sing Happy Birthday to me and here my friends join in the chorus, except Marie, who has been hiding in the kitchen.

She emerges with a cake identical to the one on screen and places it in front of me. "Blow the candles out, Mum, and make a wish," Paula says across the miles.

I take a deep breath. I blow as hard as I can.

In Australia, the candles on the cake are going out too. Shane must be off camera blowing them.

Danielle claps her hands with glee and squeals.

Suddenly everything stops.

"Oh, no," Jan cries. "We've lost the connection. Flippin' Internet."

I stare at the-screen, at my family frozen in time thousands of miles away, and tears well in my eyes and I'm so busy trying not to burst into tears, I don't hear the door open or see Paula, Shane and little Danielle come into the room behind me.

"Surprise!" Paula yells.

It's like magic. They've come all this way for my birthday. We hug, we laugh, we cry, we eat cake and drink wine. I can hold my beautiful grandchild for the first time, can smell her hair, kiss her soft cheek.

They'd filmed the party scene days before; we'd been watching a recording, a lovely deception.

"This isn't all, Mum," Paula says. "You're coming back for a holiday. We'll be with you on the plane."

"And you don't have to worry about the flight back," Marie says. "I'll be joining you for your last week. We can fly home together."

"Then next year, I'm going with you to Australia," Jan says. "I've always wanted to go..."

I'm way ahead of them. Once I've made the trip once or twice, maybe I'll have the courage to do it alone. Who knows, maybe eventually I'll have the courage to buy a one-way ticket.

But for now I have a party to enjoy and it's going to be the best one ever. ■