



## LUCK

- ♦ Are there reasons some just seem more lucky than others??

## Saving the world

- ♦ A few things to consider before jumping in with your vision all mapped out.

## Chat to your tutor...

- ♦ Another opportunity to phone up and get all those questions answered.

## Job Opportunities, near and far

- ♦ Including, maybe, the one you've been waiting for.

## Geeks!

- ♦ What will they come up with next?.

## Which or That

- ♦ Do you know which it is, or that there is even a difference?

**How times change: Microsoft's staff in 1978. Bill Gates (front left) was 23.**



**Ten reasons you might find Life Coaching fulfilling**  
♦ It's a field where demand keeps increasing.

## Secrets to selling yourself

- ♦ Why brand 'YOU' is a good one, and how you can promote it..

## Eyes for Maggie

- ♦ A story of awakening to love at first sight.  
**Fiction to finish.** P12.



# What happened to the Geeks?

Back in the Seventies Geeks looked like this (see cover photo). They were pioneers in an exciting new world. Beards, tie-dyed shirts, bell-bottom trousers and rose-tinted specs were 'IN'. Woodstock had only just happened - 1969.

And Commodore was the computer of choice.

Commodore's story starts when Idek Tramielski and his Polish mother survived Auschwitz and emigrated to America. Idek changed his name to Jack Tramiel. They had no money.

As a GI young Jack showed a talent for fixing broken machinery. After the Army he set up a typewriter repair business in New York.

In 1955 Tramiel moved to Toronto and founded Commodore Int'l. (He wanted a high ranking military sounding name, but General and Admiral were already taken.)

Commodore made the PET computer with 5k RAM memory. Wow! Around this time Amiga, Apple and TRS-80 were born.

The history is here >> [http://www.commodore.ca/history/company/chronology\\_portcommodore.htm](http://www.commodore.ca/history/company/chronology_portcommodore.htm)

"What's the point of this?" you ask. It's this: The people who started new businesses back then were brave thinkers. There were no rule books. There were no business coaches or market research. When you had an idea for something you built it. If it sold, great. If it didn't sell, you tried something else.

These pioneers constantly improved their products: Kaizen. Their next versions would be bigger/smaller, faster, stronger.

Question: Have we become too complacent? Are we willing to back our ideas with action?

Or do we leave creating to someone else?

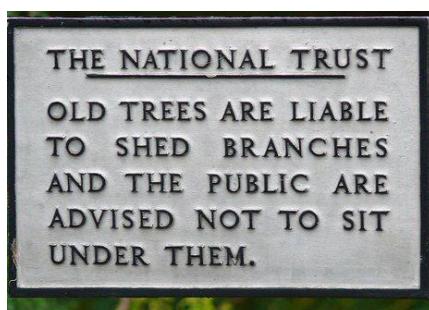
This new year brings exciting opportunities in every field of human endeavour: new books, new films, new gizmos.

Go get your skates on: ice or roller or inline!



New stuff is coming.  
Be ready.  
Who knows what they will think of next? ☐

*Brian Morris*  
**Brian Morris ♦ Principal**



## Which or That?

The battle over whether to use which or that is one many people struggle to get right. It's a popular grammar question and most folk want a quick rule of thumb so they can get it right.

Here it is:

If the sentence doesn't need the clause that the word in question is connecting, use which. If it does, use that.

Here's a couple of examples.

Our office, which has two carparks, is located in Auckland.

Our office that has two carparks is located in Auckland.

These sentences are not the same. The first sentence tells us that you have just one office, and it's located in Auckland. The clause which has two carparks gives us additional information, but it doesn't change the meaning of the sentence. Remove the clause and the location of our one office would still be clear: Our office is located in Auckland.

The second sentence suggests we have multiple offices, but the office with two carparks is located in Auckland. The phrase 'that has two carparks' is known as a restrictive clause because another part of the sentence (our office) depends on it.

You can't remove that clause without changing the meaning of the sentence.

Another example:

The time machine, which looked like a telephone booth, concerned Bill and Ted.

The time machine that looked like a telephone booth concerned Bill and Ted.

In the first sentence (thanks to the use of which), the time machine concerned Bill and Ted. It also happened to look like a telephone booth.

In the second sentence (which uses the restrictive clause), Bill and Ted are concerned with the time machine that looks like a telephone booth. They aren't concerned with the one that looks like a garden shed or the one that looks like a bus shelter.

**Brian Morris ♦ Principal**

## Make the most of your course: CHAT-TO-YOUR-TUTOR-DAY

These are the **times** and **dates** for the next Chat-to-Your-Tutor Day.

### **Bartha Hill**

Tuesday **26 February**  
9:00am – 4:00pm

### **David Pardon**

Friday **22 February**  
9:00am – 4:00pm

### **Dick Ward**

Wednesday **20 February**  
9:30am – 1:00pm  
Thursday **21 February**  
9:30am – 1:00pm

### **Janice Marriot**

Monday **25 February**  
9:00am – 1:00pm

### **Phil Linklater**

Thursday **28 February**  
10:00am – 1:00pm

### **Robert van de Voort**

Monday **18 February**  
9:00am – 3:00pm

### **Tina Shaw**

Tuesday **19 February**  
1:00pm – 4:00pm

### **Brian Morris - Principal**

Friday **1 March**  
9:00am – 6:00pm

Please phone **0508 428 983** on the day and time listed for your tutor and you will get through to your tutor directly.

**Tip 1:** Before you call, make a note of what you want to discuss. It is also helpful to have your student number jotted down for reference.

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

Please contact the office, *not your tutor*, if you are experiencing delays or other events that may influence continuity with your studies.

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

You will be sure to find it a rewarding experience.

**Anne Hilton ♦ Office Manager**

## On our website

Learn new skills and make yourself a new career.

### **Journalism:**

<http://nzibs.co.nz/index.php?page=journalism-non-fiction-writing>

### **Travel Writing**

<http://nzibs.co.nz/index.php?page=travel-writing>

### **Sports Journalism**

<http://nzibs.co.nz/index.php?page=sports-journalism>

### **Creative Writing**

<http://nzibs.co.nz/index.php?page=creative-writing>

### **Romance**

<http://nzibs.co.nz/index.php?page=romance-writing>

### **Mysteries and Thrillers**

<http://nzibs.co.nz/index.php?page=mystery-thriller-writing>

### **Poetry**

<http://nzibs.co.nz/index.php?page=poetry-songwriting>

### **Stories for Children**

<http://nzibs.co.nz/index.php?page=writing-stories-for-children>

### **Short Stories**

<http://nzibs.co.nz/index.php?page=short-stories>

### **Life Coaching**

<http://nzibs.co.nz/index.php?page=life-coaching>

### **Proofreading and Editing**

<http://nzibs.co.nz/index.php?page=book-editing-proofreading-and-publishing>

Information on any course we run is available on:

**09 532 9059 or 0800 80 1994.**

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

\*call **Carol Morris ♦ Registrar, now.**

## Job Opportunities

### **Editorial Production Coordinator, Drake, Auckland**

Liaise with authors and spot check the work of editorial contractors. No closing date.

### **Online Marketing & Communications, Kidspot, Auckland**

Coordinate marketing assets and write marketing plans. No closing date.

### **Senior Communication Advisor, Wise, Hamilton**

Requires experience in an agency or in-house public relations role. Closes 29 Jan.

### **Editor, Wanganui Chronicle**

Requires a good understanding of print production and digital media. Closes 4 Feb.

### **Editor, Wairarapa Times-Age, Masterton**

Seeking editor for regional daily newspaper. Closes 4 Feb.

### **Digital Printing Assistant, Microfilm, Christchurch**

Customer service and preparing books before they are printed. No closing date.

### **Editor in Chief, CCH, Auckland**

Seeking publishing professionals who may have either online, book, magazine or newspaper based experience. No closing date.

### **Journalist,**

### **Newstalk ZB, Whangarei**

Prepare tight scripts, edit audio, conduct hard-hitting interviews and report live from the scene.

Closes 1 Feb.

### **Senior Communications Adviser, Christchurch City Council**

Play a part in the rebuild and recovery of Christchurch. Closes 3 Feb..

## Can you manage LUCK?

### Yes you can!

by Morten Hansen

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Luck is something that just happens to you. So if it's outside your control, why bother trying to manage it?

In our new book, Great By Choice, Jim Collins and I studied the role of luck in explaining success. Our research suggests you can indeed manage luck, although not in the way you might think.

Are some people just luckier than the rest? We defined luck as events that to a large extent are outside your control, unpredictable, and that can impact you significantly (good or bad).

We analysed the history of 'luck events' for the companies in our study.

A key finding: the winners and average performers encountered essentially the same number of lucky and unlucky events. This means it's not the luck you get that counts; it's what you do with it — your return on luck.

So we asked: how can you get a high return on luck at work?

**1.** View life as 'a flow of luck events'. Imagine swimming in a river in which lucky events — good and bad — will flow your way and hit you. It's neither good nor bad. It just IS. When you start having this 'luck flow' mindset, you can start managing those events to your advantage, but only then.

**2.** Prepare for bad-luck events, because they will come. Bad luck events will happen; you just don't know when and in what form. Your project derails because of someone else's error, a competitor unexpectedly blows you away with a better product, the new CEO downplays your product area, a medical condition derails your plans. These are WHAT luck events, but there are also WHO luck events: you get a new boss from hell, you're thrown into a dysfunctional team, or you have to

endure an incompetent jerk at work.

The best leaders in our study prepared for bad-luck-events by building reserves (eg cash on deposit) and running a lean operation in good times.

Likewise, we can all prepare for bad-luck-events by building safety margins in what we do (take an earlier flight to a meeting; add two extra days to a deadline), acquiring options (have a backup supplier), and building a strong network of people who will help you when you need help.

**3.** Spot good-luck-events when they come. The best leaders have an uncanny ability to spot good-luck-events. I reckon more good-luck-events happen to us than we think, small and large.

This includes WHO luck events, such as finding a mentor or life coach, getting a great new boss, or meeting a love partner.



The problem is that good-luck-events often reveal themselves in ambiguous, trivial ways at first, which can make them hard to detect. And it's not enough just to spot a good-luck-event; you also need to alter your plans to act on it.

Recently, I messed up a good-luck-event.

While on a trip to my home country Norway, I was given an opportunity to go on Norwegian television to talk about our new book.

But, alas, my flight was booked for that morning, so I didn't take the opportunity.

When we studied what the best leaders did, we found they were

good at applying the 'zoom out, then zoom in' principle.

Instead of looking at the event at the ground level (remember my flight ticket), I should have zoomed out and asked, "What is my main objective?" (It's to share the book with the world.) - Then zoomed in and executed my changed plan.

"Quick, lock in the television appearance and change my ticket."

The upshot: when confronted with a luck event, small or large, take a moment to zoom out ("What are we really trying to accomplish here?"), then zoom in and fix the details.

**4.** Execute brilliantly on good-luck-events. In 1949, in Venice, an unknown opera singer named Maria Callas had a great good-luck-event. The lead singer for the role Elvira had fallen ill, and the 26-year-old Callas got the part.

When her moment came she rose to the occasion — and a star was born.

In our study, the also-ran companies often fumbled good-luck-events. AMD got a stroke of good luck when its archrival, Intel, ran into problems with a glitch in its Pentium computer chip.

But AMD failed to bring its K5 microprocessor to market in time.

You must prepare intensively, commit all the resources you can, and be maniacal about execution when the good-luck moments arrive.

You might look at some colleagues with envy and say, "Hey, they just got lucky."

But perhaps they just got a high return on luck - and that is within your control.

#### THINK:

What are your tactics to get a high return on luck at home and in the workplace? □ . .

# Want to Save the World?

by Anthony Smits.

Perhaps you don't like what's happening in your nation or neighbourhood. You've got a gift for language and you want to save the world by writing of your ideas, or you think that taking enough photographs will challenge consciousness and do it and you're up for that.

Is this a worthy mission?

## If you have vision, should you not share it?

Since the invention of writing made it possible to record thought, man has done so. A few books have become revered for their supposed truths, and changed our world forever.

The Bible and the Koran are perhaps the best known; probably and unfortunately more killing and cruelty is done in the name of these works than any other.

Of course, it's also true that vehement supporters passionately recount innumerable uplifting and often life-changing experiences of adherents to ideas in books like these.

But are they good for us? For man itself? Truth is subjective; so is the value of attempting to do a Marx and espouse a way to save us all from whatever path we're on. Now we're talking philosophy.

Should we as writers attempt to save our world?

And if not us, then who?

Maybe you've seen one of the annual exhibitions of the world's best press photos. Some of the images of poignancy and pathos are painful to even look at; one can only imagine the conditions under which they were taken and the experiences endured by the photographer. Of course, there's joy too. Not all prize pictures involve pain – but it's often those that show man's meanness that cause us to draw breath and pause.

I think the photographer's silent message that informs and doesn't preach is a good guide for a writer of non-fiction to emulate. Illustration that stops us sufficiently that we **think** can certainly cause change.

In his book **Collapse**, Pulitzer Prize winner Jared Diamond illustrates the collapse of a number of societies in human history, leaving us to think about our actions and the consequences of our chosen lifestyles, long after the final page of his work is turned. By osmosis, we're changed.

In Fiction, the pen can be just as powerful. I tend to agree with the interconnectedness of Chaos Theory, in which it is suggested that even the beat of a butterfly's wings might affect wind patterns a continent away.

In other words; we are all connected. The smallest happening will change us; whether any change is noticeable or affects others may not be measurable or obvious, but it will nevertheless have occurred. This is the door to limitless possibilities for a writer.

JK Rowling's fiction changed the reading habits of a generation. And other things in her readers' lives will have changed too. Writing can be a powerful weapon - inspiring through stories the greatness that's in all of us.

We may wonder how something that is not real encourages and uplifts; how can it ultimately cause change? The scenes in heroic fiction, where huge odds are overcome, don't fool us that they are real, especially when there are characters and stories from worlds unlike our own.

I believe it is due to a hope of better times and conditions that is in most humans. In the 21<sup>st</sup> century we don't go out and fight like our heroes, but we might put down our book and pack the supermarket shelves with more optimism about life.

Or not? The cynic would say no, yet we pay for fantasy experiences every day. We read them, watch them and listen to them. And are inspired.

Harriet Beecher Stowe, with **Uncle Tom's Cabin**, contributed a loud voice to the debate on slavery, although the book was a novel. Lincoln is widely recorded as having credited her with influencing the outbreak of the American civil war. Yet even if the words he spoke on meeting her are a myth, the awareness she engendered is real enough.

Did she change the world? Will you? . □

## Job Opportunities

### Communications Coordinator, Auckland Art Gallery

Manage the gallery's public relations and publicity activities. Closes 1 Feb.

### TV Reporter, Front Page, Auckland

Seeking someone who can break big stories and who is not afraid to challenge the status quo. No closing date.

### Photographic Producer, Metro Recruitment, Auckland

Assist in the production of all photographic requirements. No closing date.

### Marketing & Social Media Coordinator, Avonmore

#### **Tertiary Academy, Christchurch**

Requires intermediate understanding of basic film production/photographic software. Closes 4 Feb.

### Marketing Communications Advisor, Public Trust, Wellington

Manage marketing projects, campaigns and activity. Closes 28 Jan.

### Internal Communications Coordinator, AUT, Auckland

Write and edit communication materials for a range of target audiences. Closes 30 Jan.

### Campaign Assistant, Product Placement 2011, Auckland

Assist with campaign reporting and other project based work. No closing date.

### Editor, Traffic NZ, Auckland

Seeking: editor for Renovate Magazine. No closing date.

### Journalist, The Blenheim Sun

Reporting and writing skills and experience will be paramount. No closing date.

## **Clubs & Organisations**

### **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 actively and responsibly support and represent the interests of all New Zealand's writers and the communities they serve

**Join up here:**

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

### **The Poets Society**

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

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

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

### **New Zealand Freelance Writers' Association**

Have you found their site yet? You can't always find a writer's group, so here's another place you can go to connect with writers.

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

### **Romance Writers of NZ**

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

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

### **Did you know?**

In **Wales**, all boys by law must play rugby...

In **England**, hackney carriages (taxis) must carry a bale of hay and a sack of oats...

In **Pennsylvania**, if a down-and-out asks to marry your daughter, you must allow him to stay at your home for two weeks before turning down his offer...

In **Thailand**, unmarried women become the property of the State at the age of thirty...

In **Australia**, It is forbidden to keep more than one kangaroo in the family bath at one time...

**Yeah, right!**

## **Ten fulfilling reasons to be a Life Coach**

by **Anthony Smits**

Do you want to make a tangible, significant difference in the lives of others? Life coaching may well be your next career...

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

### **1: 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 increases 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. And they want your guidance to get there. This is very rewarding.

### **2. 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.

### **3. 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.

### **4. There is 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.

### **5. 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.

### **6. 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 as your fee, and how to market yourself.

Business skills are important skills to master.

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

Teachers always learn as much or more, than their students. You get the ongoing benefit of your own training. By default, you'll be in a growth environment, and always talking with others about maximizing their potential. You win from this. And networking with other coaches will only enhance your experience.

### **8. 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 of our 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.

### **9. 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.

### **10. 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.

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

Not everyone is suited to coaching but if you are, it's a very rewarding and satisfying career. Consider it.

Ask yourself:  
What would be the benefits for me if I became a life coach? ☐

## **Websites to explore**

### **1. Early To Rise**

The internet's largest self-help newsletter provides you with specific, actionable strategies to accomplish all your goals, one day at a time, with the confidence of knowing you are following the advice of true experts — men and women who have done it before. ☺

<http://www.earlytorise.com>

### **2. The Bucket List**

Here it is: a site devoted to helping you with your bucket list.

Ask questions about whatever you yearn to do

<http://bucketlist.org/>

### **3. English for everyone**

Designed for teachers, this website has resources to help you get better at English.

There are worksheets on grammar, punctuation, tense, and a lot more. Some of it is a very basic level – but then many of us need a brush up on basics ☺

<http://englishforeveryone.org/>

## **Online Openings for editors and proofreaders**

When searching online, search for variations of what you want, i.e:

- Proofreading
- Proof reading
- Book editing
- Editing
- Manuscript correcting, etc

Get creative. Here are some ideas.

### **Craigslist.org**

Don't forget this international billboard of opportunities. All parts of the world.

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

### **Online Writing Jobs.com**

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

### **Freelance Writing Gigs**

Online references, contract jobs and more contacts than you'll need.

<http://FreelanceWritingGigs.com>

### **Freelance Writing**

A blog that's been around longer than most, this site gives links to many sites with writing, editing and proofreading work:

<http://FreelanceWriting.com>

### **Elance.com**

<https://www.elance.com/q/find-work/online-work-overview/>

### **Donanza.com**

Donanza does draw its job listings from other places, so you may see ads you've seen elsewhere.

<http://www.donanza.com/jobs/proofreading>

### **Virtual Vocations**

The whole spectrum of vocations are here – so use a targeted search to find your specialty.

<http://www.virtualvocations.com/jobs>

### **iFreelance**

Advertise your services here, apply for work that interests you.

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



## **Job Opportunities**

### **Communications Advisor, Te Runanga o Ngai Tahu, Christchurch**

Requires qualification in journalism, communications or public relations. Closes 1 Feb.

### **Magazine Editor Wanted, Phoenix Group, Auckland**

Seeking financially literate wordsmith. No closing date.

### **Editor, Trends Publishing, Auckland**

Manage an international architecture and design publication. No closing date.

### **Copywriter, Auckland**

Do you have a way with words? No closing date.

### **Journalist/PR, Convergence Communications, Christchurch**

Write stories across diverse subject areas. Closes 31 Jan.

### **Research & Publication Writer, Technology Investment Network, Auckland**

Research and write a reference and strategy guide for technology industry stakeholders. No closing date.

### **Communications Advisor, St John, Auckland**

Develop and foster a positive public profile for St John through the media. Closes 3 Feb.

### **Communications Manager, PwC, Auckland**

Create, develop and write corporate communications. No closing date.

### **Writer/Photographer, Saint Kentigern Trust, Auckland**

Are you a good writer who can take good photos too? Closes 25 Jan.

### **Photographers, Optimumplus1, Tauranga**

Seeking portrait and wedding photographers around the Bay of Plenty. No closing date.



### International Writers' Workshop

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

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

### Hibiscus Coast Writers

Members enjoy workshops and up to six competitions a year including poetry, short stories, drama and non-fiction, all judged externally.  
<http://hibiscuscoastwriters.weebly.com/>

### Kiwi Write 4 Kids

Kiwi Write4Kidz is an organisation for adults who like to write tales for children. If you want to learn more about technique, you can hear it direct from the mouths of the finest Kiwi children's authors.  
<http://www.kiwiwrite4kidz.co.nz/>

### Franklin Writers

This group meets at Franklin Arts and Cultural Centre, Pukekohe, on Tuesdays during school terms. Contact Judy / Barbara 09232 0132.

### Photography Clubs

They are everywhere - nationwide. Photography clubs keep you up to date with events, seminars, competitions, and more. NZ Photographic Society details:  
[http://www.photography.org.nz/clubs\\_map.html](http://www.photography.org.nz/clubs_map.html)



## Buddy, can you spare me \$3606?

That's how much every man, woman and child in New Zealand spends on gambling each year. But 99% of us can't afford this bad habit.

When you see who enters the TAB, sits at the pokies, or visits a casino you don't see affluent Kiwis.



You mostly see those who can ill-afford to part with \$2Billion per year collectively.

Look at the words they use: you're not a gambler, you're a 'player'. You don't spend at the TAB, you 'invest'. You don't bet on a horse, you have a 'flutter'.

Subtle persuasion?

Absolutely!

"It's a free country ... etc." Yes it is. But freedom also means personal financial responsibility. When the food money goes into pokies there is a problem.

When the number of people who rely on welfare increases each year, we all have a problem.

What's the solution?

### Making Stuff!

That's my answer.

This problem can be addressed at the personal level. If we each dig our garden and plant seeds, edible vegetables will grow.

That's making stuff.

Are you're into making cakes, jams, clothes, music, books? Now you're thinking as an initiator.

You're making stuff. (You'll also be too busy to get sick etc.)

On a larger scale you'll be a stuff manufacturer. Supply your own family first and sell the excess.

A fortnight ago I showed some Hamilton writers how to create ebooks. They are now "exporters of words" through Amazon. They

will earn royalties for 50 years. If you'd like to know more, call me for a chat: 0800-80-1994.

**Brian Morris ♦ Principal**

**MEDIA caps** for graduates of these NZIBS courses:

- ❖ 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. White. One size fits all.



# The secrets of selling yourself

by Tom O'Neil

Reproduced for educational purposes.

**When applying for a new job**, a candidate should keep in mind the key points of a successful sales presentation.

## YOU are a product, therefore you are a brand.

Just as the latest BMW car has certain specific and quantifiable features which will entice a certain type of car driver to purchase it, so do you.

Right from the start, develop the mindset of selling yourself, as you would some top quality product or service.

As any competent marketing manager would do, fairly assess your strengths, so they can be easily and quickly explained to an employer.

Can you describe your key strength in 6 SECONDS?

This is the '**elevator test**'.

It is vital to ensure prospective purchasers (future employers) understand your value proposition and what you can add to their organisation.

Sadly, too many people who are BMWs, market themselves through their CV and interview as though they were a Lada.

The recruiter or interviewer can only judge you on the information you supply.

Therefore, if you are not selling yourself to your full potential, you are not giving your potential employer enough information to make a fair decision.

### Define your selling points

Defining your achievements is not as difficult as it sounds. Think about instances where you made a difference to your organisation.

For instance, sales.

Did you exceed your monthly or annual sales target? If so, by what dollar value or percentage?

Did you receive any awards or internal / external recognition of sales success? Explain details.

### Communication skills.

Have you delivered proposals, talks or presentations? If so, who to? Are you comfortable addressing a large audience?

### System and/or process improvement.

Were you involved in developing new systems in a business? If so, what were the processes and how did these affect the business?

### Human resources.

Did you coach or mentor any staff members or apprentices? What specific positive results came from this?

### Added Responsibility

Were you awarded any extra authority in a position? Safety warden? Money counter? Did you do banking? Train new recruits?

If you commenced as a production worker, then you were given control of quality assurance, or promoted to production manager, that's impressive!

### Consider your CV

As with any good presentation, tailor it to the precise opportunity you're being interviewed for today. Ensure the key themes in the job description you're chasing are covered in your CV.

This means you will have various versions of your CV that each have a slightly different flavour or emphasis.

It's all about your selling approach. Aim to manage your career (today that means a job search) in the same way a professional sales consultant would approach a potential customer. Well prepared!

Remember - your brand is you. Present yourself as someone special and valuable. Whoever gets you should count themselves fortunate!

**Tom O'Neil** is managing director of [cv.co.nz](http://cv.co.nz)

He contributes on CV preparation to the world's best selling career guide, *What Color Is Your Parachute?* (over 10 million sold).

Tom O'Neil has more information on his website [www.cv.co.nz](http://www.cv.co.nz). Highly recommended.

## Job Opportunities

### Contributor, Hauraki Herald, Thames-Coromandel

Work from home providing news coverage in the Coromandel. Closes 30 Jan.

### Senior Communications Officer, Mental Health Foundation, Auckland

Craft complex information into a style and format that suits a wide variety of audiences. Closes 10 Feb.

### Media Advisor, Westpac, Auckland

Seeking a clear and concise communicator to interact with a wide range of stakeholders. No closing date.

### Business Reporter, Dominion Post, Wellington

Break stories and write about local business issues.

Closes 1 Feb.

### Marketing Manager, Sofitel Auckland Viaduct Harbour

Manage marketing and public relations activities.

No closing date.

### Public Affairs Specialist, H2R Consulting, Auckland

Develop communications plans and provide written content for all communication channels. No closing date.

### Team Leader (Report Writing), Ministry of Justice, Wellington

Write reports for the Waitangi Tribunal Unit. Closes 29 Jan.

### Private Secretary (Media), Department of Internal Affairs, Wellington

Prepare speeches and media releases; maintain photo galleries and websites.

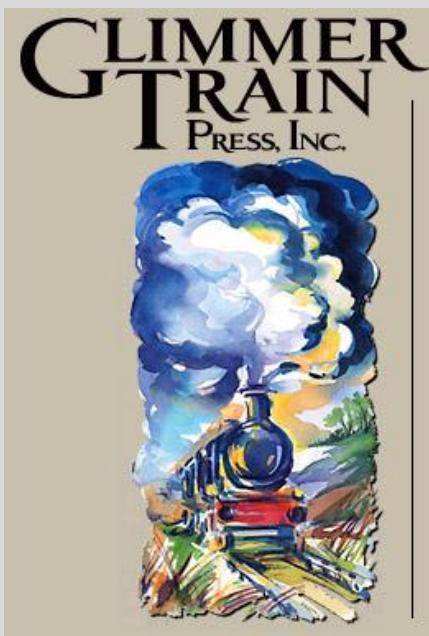
Closes 22 Jan.

### Technical Writer/Author, Absolute IT, Auckland

Deliver large scale documentation across technology and best practices. No closing date.

## The Christine Cole Catley Short Story Award 2013

Sponsored by The New Zealand Society of Authors (PEN NZ Inc.) and Cape Catley Publishing, the purpose of the annual Christine Cole Catley Short Story Award is to provide a platform to support and promote the development of short stories within New Zealand  
[http://www.authors.org.nz/webfiles/NZSociety\\_ofAuthors/files/Terms\\_Conditions\\_2013.pdf](http://www.authors.org.nz/webfiles/NZSociety_ofAuthors/files/Terms_Conditions_2013.pdf)  
Entry closes 25 February 2013



### Upcoming deadline:

- Very short fiction  
(1st place wins \$1,500)  
**deadline is January 31.**
- Open only to writers whose fiction has not appeared in any print publication with a circulation over 5,000.  
[Writing Guidelines](#)
- Winners will be announced in the April bulletin, and contacted directly one week earlier.

To forge a relationship between your characters and your readers, focus on what makes a character vulnerable.

## Writer's Relief

**30 day Know Thyself Challenge.**  
Define who you are as a writer – and there's a prize... but you have to enter to discover it.  
You do need a facebook account.  
<http://www.facebook.com/writersrelief>

## Photo Competitions

195 competitions are listed here:  
<http://www.photographycompetitions.net>

Some of these are only open to professionals. Some restrict entry to residents of certain countries.

But among them all, there **will be** at least ONE for you. Enter it.

## FanStory.com

For when you just want to write and get some feedback.

At FanStory.com you can share stories and poems and receive feedback.

Poetry, fiction... something for everyone.

[http://www.fanstory.com/page/writing\\_competest/writing\\_contest.jsp](http://www.fanstory.com/page/writing_competest/writing_contest.jsp)

## Winning Writers

### Current Writing Competitions

[http://winningwriters.com/contest/sports/sp\\_guidelines.php](http://winningwriters.com/contest/sports/sp_guidelines.php)



[http://winningwriters.com/contest/s/tomstory/ts\\_guidelines.php](http://winningwriters.com/contest/s/tomstory/ts_guidelines.php)

**And...** seeking today's best poetry and prose on sports-related themes. Each entry may contain up to 6,000 words.

**Entries close May 31, 2013**

There is \$5,000 in prizes.  
[https://www.winningwriters.com/contests/sports/sp\\_subonline.php](https://www.winningwriters.com/contests/sports/sp_subonline.php)



### Short fiction – 1000 words

The contest seeks out the best in original short fiction and short memoir.

[http://www.valhallapress.com/contest\\_termsflash.php](http://www.valhallapress.com/contest_termsflash.php)



**Deadline: February 1, 2013.**

## The Global... Short Story Competition.

This Competition is founded on a love and enthusiasm for writing and short stories. **Enter here:** ☺  
<http://www.globalshortstories.net/index.html>

**Competitions****Fairy Tales and Fables**Judged by **Amanda Edwards****For Dec/Jan:**

Write the ballad in fifty words...

<http://www.nzibs.org/forums/showthread.php?t=4482>**Your novel's first 100 words**Judged by **Brenda Segedin****For Dec/Jan:****As I lay dying...** for all you lovers of romance!<http://www.nzibs.org/forums/showthread.php?t=4456>**Chinese Whispers...HOT!****a group effort – join in!****For Dec/Jan:**

Add a little something...

<http://www.nzibs.org/forums/showthread.php?t=4492>**What's the Question?**Judged by **Amanda Edwards****For Dec/Jan:**The answer is **53...**<http://www.nzibs.org/forums/showthread.php?t=4474>**Simplify...**Judged by **Amanda Edwards****For Dec/Jan:****Write a little PURPLE PROSE...**<http://www.nzibs.org/forums/showthread.php?t=4485>**Introduce yourself ☺**hosted by **Brenda Segedin****For Dec/Jan:**

Tell us about yourself...

<http://www.nzibs.org/forums/showthread.php?t=4480>**That's Life...**Judged by a **forum vote****This is going great – join in!**

Write an anecdote of life. Truth or fiction, or let us guess... ☺

<http://www.nzibs.org/forums/showthread.php?t=4247>**Photography Challenge**Judged by **Robert van de Voort****For Dec/Jan:****"Bokeh"** is your topic for this holiday challenge.

Ask Robert your photography questions in the forum. He'd be delighted to see your efforts.

Judged by **Robert van de Voort.**<http://www.nzibs.org/forums/showthread.php?t=4472>

Check out other people's work too.

**From the competitions board:**Here are a couple of the **entries** from the current contests:**The first 100 words...***As I lay dying on the battlefield surrounded by stricken friend and foe alike, I agonised why my life was taken for this poor worthless land.**I saw her again—my wife. That flawless white skin, like purest alabaster in the flickering light of the oil lamp. Those sensuous curves I had so gently stroked and kissed.**I called her name and she smiled lovingly at me. I looked into her shining eyes and saw deep into her soul.**I knew the spirits of the Underworld were circling me now.**I whispered my regrets and reached to touch her face....*Nice entry **David****The first 100 words...***As I lay dying, I gazed into his eyes of melted chocolate.**"Don't be afraid, darling," he said, tightening his arms around me.**"I'm here."**"I never meant to hurt you," I whispered through cracked and bleeding lips. "Forgive me."**"Sweetheart, I forgave you a long time ago."**I gasped as my hands brushed the jagged metal embedded in my stomach.**"Nina, hang on! The ambulance will be here soon."**"Will you...do something for me?"**"Anything."**"Tell me...our story."**Tears trickled down his cheeks. He smiled. "As I glanced up from my paperwork, she was standing there, feather..."*Nice entry **Niki**

Read more entries here:

<http://www.nzibs.org/forums/showthread.php?t=4393>**Entered yet?** Have a go – there's no entry fee and it's heaps of fun to joust with the forum moderators – or should that read 'comedians'??. The Chinese whispers is getting a LOT of interest...**Job Opportunities****Communications Advisor/Web Editor,****Environmental Protection Authority, Wellington**

Requires proven ability in web-writing, authoring and publishing. Closes 24 Jan.

**Magazine Designer, Healthy Life Media, Auckland**

Seeking designer to work across our titles both in print and online. No closing date.

**Journal Development Coordinator, Drake, Auckland**

Journal indexing, email promotions, and updating websites. No closing date.

**Research Liaison Adviser, Lincoln University, Christchurch**

Provide communication and research administrative services. Closes 23 Jan.

**Content Publisher, Auckland Council**

Play a vital role in the digital development and publishing of content. Closes 20 Jan.

**Image Editing, More Images, Auckland**

Two different roles to fill: Editor and Keyworder. No closing date.

Jobs printed here are taken from lists on our active and informative **Student Discussion Forum NOTICE BOARD**.**Apply now.** Jobs get filled.**Check the SDB** for almost daily postings of new jobs.**This selection of jobs** was available when this newsletter was compiled and printed.**Vacancies are updated regularly** on the SDB.**Be proactive.** Have your draft application and CV **ready**.**Studio Assistant, PixiFoto, Auckland**

Studio photography training provided. Closes 7 Feb.

## He only had eyes for Maggie

Thanks to Margaret Scrymgeour for the text. Reprinted as a Short Story example for students and graduates.

**Maggie watched** the young man saunter onto the verge and stop merely a breath away. He set his hands on his slim hips and whistled, soft and low. Then, cocking his head to one side, he murmured, "Wow!"

Maggie was in love again.

Not that she really wanted anyone. After 20 years with Harry, the idea of another man taking his place worried her. Harry had been so protective, so indulgent. He'd spent hundreds, maybe thousands of dollars on her. It had been nothing but the best for Maggie.

But she had watched him grow frail, watched his hair thin and his fingers gnarl and tremble, until it seemed nothing more could be done about it.

"Wow!" the young man said again. He took his hands off his hips and let one finger brush against her side. Such a delicate, fleeting touch, it could have been accidental.

Maggie saw the wistful smile, the longing in his soft grey eyes. Harry's eyes had looked like that sometimes, especially when he could no longer take her out.

Her admirer turned and walked away, past the butcher and the newsagent, almost to the deli on the corner.

"No," Maggie thought. "Don't go. Please don't go." As if he had heard, he paused and looked back. He thrust his hands into his pockets, rocked back and forth and stared. Maggie tried hard not to stare back.

The bell over the shop door tinkled. Rachel backed through with a large box of apples in her arms. Deftly she piled the crisp red fruit on to a stand on the footpath, then back into the shop. Soon she returned with grapes. She stacked them into a pile next to the apples, picked one off and slid it between her moist pink lips.

"Excuse me."

Rachel hadn't noticed the young man approach and she jumped, forcing a quick intake of breath.

"Sorry to bother you, but..."

His voice trailed away as he gazed at Harry's daughter with the same admiration he had lavished upon Maggie not 15 minutes earlier.

But there was no whistle for Rachel, no "wow".

Just a hesitant, almost apologetic statement. "I noticed the sign, and I wondered."

"Yes?" Rachel was staring at him now, as if she felt the way Maggie had when she first saw him.

"Well, she's so lovely."

"Maybe I could take her for a run?" he asked.

"Give me a minute and I'll come with you," she replied.

She skipped into the shop with a twirl of her skirt and the young man watched until only her voice remained, calling to someone back there. Then he stepped over the shiny red door of the sports car and concertinaed into the low leather seat.

Maggie let out her breath in a long soft sigh. He wrapped his hand lovingly around the gearstick. She felt a quick shudder of pleasure.

"Here's the key" Rachel said and slid in beside him.



"Isn't she? Daddy cosseted her like a baby. 'Maggie's the real thing, Rachel,' he'd say to me, 'not like the ones that came later. Not Maggie. She's the real thing.'"

The girl sighed. "He loved her. We both did."

"Then why? Sorry, I don't want to pry, but it must be hard for you."

Rachel gazed at him with her lips parted just a fraction so you could glimpse the small white teeth and the tip of her pink tongue.

He did not move, but the longing was there in his eyes again. Maggie thought the smile seemed different though. Not wistful. Hopeful? Happy? Excited?

He felt the weight of the key in his palm.

"A real MG," he said. There was awe in his voice.

Rachel leant back in the seat and Maggie noticed she'd used some of the perfume Harry had given her last Christmas. The fragrance drifted around her like chiffon in a breeze - light and bewitching.

The young man's hopeful, happy, excited smile was absolutely dazzling as he looked at her.

"The real thing," he murmured again.

And with that Maggie watched the world slip away under her wheels. Her engine purred with the pleasure of the open road. □