



Writing Tips

♦ Fifty quick ideas to get you cranking out great writing faster.

Getting your website noticed

♦ Strategies from Brian.

Chat to your tutor...

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

PowerPoint

♦ Five tips to help you use it more effectively.

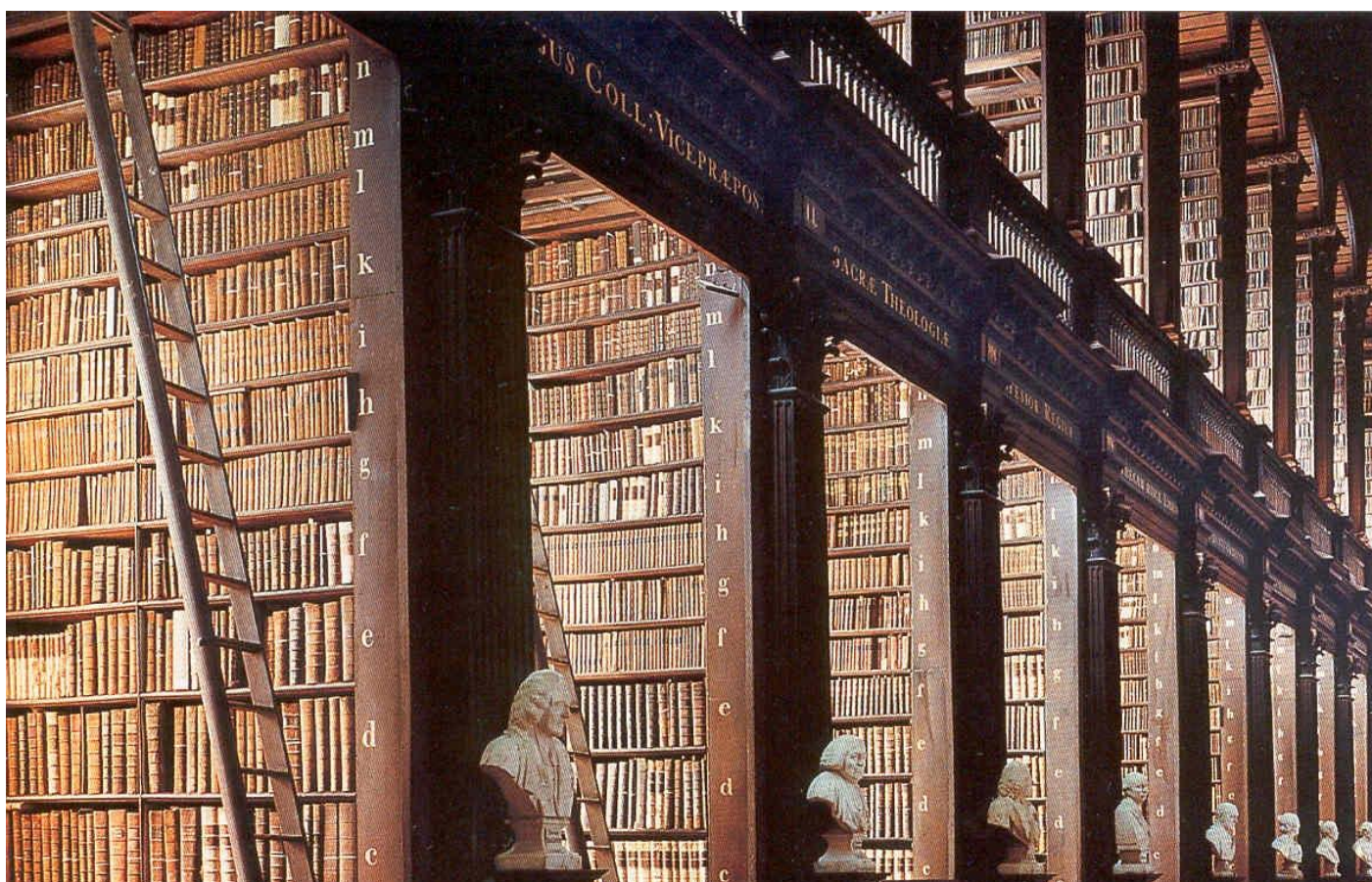
Job Opportunities, near and far

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

Farewell, Sir Paul

♦ Memories of a unique broadcaster, who touched many New Zealanders.

How times change: **The Old Library** at Trinity College, Dublin.



Four classic self-development books

♦ Recommendations from Jim Rohn; some of the best texts of all time.

Why is it good to enter competitions?

♦ You might get a lot more from a competition entry than you imagine.

A predictable outcome?

♦ A palm reading with an unlikely outcome.

Fiction to finish. P12.



Can public libraries survive the digital age?

Can public libraries survive the digital age?

Do we need big spaces where thousands of books are stored, or just a digital access point where we can download ebooks?

The debate is on in earnest. Councils are questioning the need to continue providing physical libraries which require multiple large buildings, staff, ventilation, cleaning, renovating, insurance, etc. That is money not being spent on books.

Digital enthusiasts say "We just need the information, not the paper. Why give me an old book just because you've got it when I can download a newer edition which has supplanted the old?"

Look around your local library. After school hours my library is used as a teenage social centre. Maybe that is what we should call it now?

Traditionalists say there is intangible benefit in the serendipity value of moving among rows of books and seeing what new ideas pop out at you.

Right next to the book about Richie McCaw are books about Sir Edmund Hillary, Sir Peter Blake and Sir Paul Holmes. Could a spark enliven a new curiosity in mountaineering, sailing or radio? Could a teenager receive his career idea by osmosis? Maybe.

That probably wouldn't happen if a Kindle or smartphone was the only stimulus.

Let's keep the libraries and make them multi-purpose places. They are storehouses of knowledge, wisdom, ideas and heritage. That's worth preserving and encouraging.

Besides, you'll meet a more interesting boy/girl, man/woman in a library. □

Brian Morris ♦ Principal

Five tips for more effective PowerPoint presentations

by **Dave Roos**

Reproduced for educational purposes.

1: The presentation comes first, PowerPoint second

The biggest mistake people make when creating a PowerPoint presentation is they make PowerPoint the presentation's main focus. Actually, the focus should be on the presenter and on the compelling story he has to tell.

PowerPoint is most effective when it is used for providing supplementary information, like simple, colourful graphs, but it should never be the main source of information.

The worst thing a presenter can do is to turn around and read from the PowerPoint screen. If all of the information is on the screen, then there's no need for the presenter.

2: Tell a Story

The objective of any presentation is to sell the audience on an idea. It could be a pitch for investing in a new company, a plan for reorganising a business or a proposal for a scientific research project. For the audience to understand the presentation on an intellectual as well as an emotional level, it needs to be told as a cohesive narrative - a story. The audience needs to know three things:

- Where we are now
- Where we want to end up
- How we're going to get there

PowerPoint slides should be used to communicate those three simple ideas. This is best accomplished by simple text statements, strong images and simple graphs.

3: Show It, Don't Write It

Human beings are highly visual learners. It's much easier for our brains to remember a strong, unique image than a series of facts and figures. PowerPoint is an easy-

to-use program for creating dozens of different types of graphs and charts.

Remember, the simpler and bigger the graph, the better.

For example, if you want to drive home the point that Windows PCs control the largest portion of the home computer market, show a pie chart with a huge chunk of the pie filled in with red and the word 'PC'. No matter how many stats you quote, this image will get the message home faster and will stick with the audience longer.

4: The Rule of 10

Guy Kawasaki - former Apple chief evangelist, venture capitalist and professional speaking guru - established his famous 'Kawasaki's Rule of Ten' in which he only uses 10 slides during any PowerPoint presentation, often in a 'My Top 10' fashion.

Those ten slides generally consist of just a single sentence or phrase and a supporting image.

The ten slides give the audience powerful visual cues that reinforce the message Kawasaki is communicating.

Since the audience knows there are only going to be 10 slides - and 10 main points to cover during the presentation - they know how to pace themselves and when the presentation is about to end.

5: Keep it short

No one ever complained about a PowerPoint presentation being too short.

The moment an audience gets bored and stops paying attention, the presentation loses its effectiveness. Suddenly it is too long by that much.

The audience not only stops absorbing or processing new information, but they begin to resent the presenter for wasting their time.

For example, Kawasaki thinks an ideal PowerPoint presentation should last no longer than 20 minutes. That's about two minutes of talking about each slide.

**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**
9:00 – 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.

Work

Job Opportunities

Communications & Promotions Manager, Auckland.

Big job. Promote NZ Herald, 7 daily newspapers. Must have solid marketing skills. Full description of the job from: mandy.arnott@apn.co.nz
No closing date given.

Communications & Media Adviser, The Skills Organisation, Auckland

Utilise your well-developed writing skills. Closes 8 Feb.

Real Estate Photographer, Auckland

Provide photos & photoshop editing. No closing date.

Photographer, Earth & Sky, Mackenzie

Deliver guided astronomical tours through the lens of a camera. No closing date.

Deputy Editor, NZ Listener, Auckland

Turn a mix of political, current affairs and lifestyle stories into a compelling publication. Closes 15 Feb.

Media/PR Coordinator, Nature Group, Auckland

Manage PR opportunities through both print and online media. No closing date.

Sales person who is willing to learn photography, Jack n Jill Portraits

Positions available throughout NZ. No closing date.

Ministerial Writers, PowerHouse People, Wellington

You will know your way around OIAs, PQs, Ministerial and CE correspondence. No closing date.

Business Editor, Radio NZ, Auckland

Provide comprehensive analysis on business issues. Closes 12 Feb.

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A quick list of 50 writing tips

by **Dr Roy Peter Clark**
of the *Poynter Institute*

Reproduced for educational purposes.

I Nuts and Bolts

1. Begin sentences with subjects and verbs. Make meaning early, then let weaker elements branch to the right.
2. Order words for emphasis. Place strong words at the beginning and at the end.
3. Activate your verbs. Strong verbs create action, save words, and reveal the players.
4. Be passive / aggressive. Use passive verbs to showcase the 'victim' of action.
5. Watch those adverbs. Use them to change the meaning of the verb.
6. Take it easy on the -ings. Prefer the simple present or past.
7. Fear not the long sentence. Take the reader on a journey of language and meaning.
8. Establish a pattern, then give it a twist. Build some parallel constructions, but cut across the grain.
9. Let punctuation control pace and space. Learn the rules, but realise you have more options than you think.
10. Cut big, then small. Prune the big limbs, then shake out the dead leaves.

II Special Effects

11. Prefer the simple over the technical. Use shorter words, sentences and paragraphs at points of complexity.
12. Give key words their space. Do not repeat a distinctive word unless you intend a specific effect.
13. Play with words, even in serious stories. Choose words the average writer avoids but the average reader understands.
14. Get the name of the dog. Dig for the concrete and specific, details that appeal to the senses.
15. Pay attention to names. Interesting names attract the writer — and the reader.

16. Seek original images. Reject clichés and first-level creativity.

17. Riff on the creative language of others. Make word lists, free-associate, be surprised by language.

18. Set the pace with sentence length. Vary sentences to influence the reader's skim reading speed.

19. Vary the length of paragraphs. Go short or long, or make a turn, to match your intent.

20. Choose the number of elements with a purpose in mind. One, two, three, or four: Each sends a secret message to the reader.

21. Know when to back off and when to show off. When the topic is most serious, understate; when least serious, exaggerate.

22. Climb up and down the ladder of abstraction. Learn when to show, when to tell, and when to do both.

23. Fine tune your voice. Read draft texts aloud.

III Blueprints

24. Work from a plan. Index the big parts of your work.

25. Learn the difference between reports and stories. Use one to render information, the other to render experience.

26. Use dialogue as a form of action. Dialogue advances narrative; quotes delay it.

27. Reveal traits of character. Show characteristics through scenes, details and dialogue.

28. Put odd and interesting things next to each other. Help the reader learn from contrast.

29. Foreshadow dramatic events or powerful conclusions. Plant important clues early.

30. To generate suspense, use internal cliffhangers. To propel readers, make them wait.

31. Build your work around a key question. Good stories need an engine, a question the action answers for the reader.

32. Place gold coins along the path. Reward the reader with high points, especially in the middle.

33. Repeat, repeat, repeat. Purposeful repetition links the parts.

34. Write from different cinematic angles. Turn your notebook into a 'camera'.

35. Report and write for scenes. Then align them in a meaningful sequence.

36. Mix narrative modes. Combine story forms using the 'broken line'.

37. In short pieces of writing, don't waste a syllable. Shape shorter works with wit and polish.

38. Prefer archetypes to stereotypes. Use subtle symbols, not crashing cymbals.

39. Write toward an ending. Help readers get mental closure.

IV Useful Habits

40. Draft a mission statement for yourself. To sharpen your learning, write about your writing.

41. Turn procrastination into rehearsal. Write it in your head.

42. Do your homework well in advance. Prepare for the expected — and unexpected.

43. Read for form and content. Study the machinery beneath the text.

44. For big projects, save scraps of good writing you've tossed away.

45. Break long projects into parts. Then assemble the pieces into something whole.

46. Take interest in all crafts that support your work. To do your best, help others do their best.

47. Recruit your own support group, to get feedback.

48. Limit self-criticism in early drafts. Save that for revision.

49. Learn from your critics. Tolerate even unreasonable criticism.

50. Own the tools of your craft. Build a writer's library: books and software. ■

Get 'Writing Tools: 50 Essential Strategies for Every Writer' here:

http://www.amazon.com/Writing-Tools-Essential-Strategies-Writer/dp/0316014990/ref=sr_1_1?ie=UTF8&qid=1360129282&sr=8-1&keywords=50+essential+strategies .

Getting your website noticed

by **Brian Morris.**

Reproduced for educational purposes.

You may have created the best website in the world. However, if the world doesn't know it is there, it will not do any good.

Thus, knowing how to market your site and getting your site noticed is incredibly important to the success of your business.

Fortunately, getting your website noticed is not expensive if you do it right. Marketing on a tight budget doesn't mean you can't get quality exposure and big numbers.

Keywords are important

Keywords are the link between the words visitors type into the Google search box, ie what they want to find out about, and the sites Google finds for them by making a match between the typed phrase and keywords which are in your website text.

When the match is made, Google displays those websites where the match-up is closest. The closest match is at the top.

Get to the top of Google

One of the first things you want to do is load your website page with the keywords people might be expected to use when searching for the information you have on your site.

The more relevant keywords, or keyword phrases your site has, the more often your site will be shown.

Get above the fold

You want to be listed in the top five results posted. This is called 'being above the fold'. (Think of your broadsheet newspaper which comes to you folded across the middle on the stand.

You can't see the bottom half which is 'below the fold'. So being diligent about finding the right keywords and keyword phrases will help direct more traffic to your website.

Use a Thesaurus or Google Keywords Finder

Once you have packed your page full of useful information - and as many keywords and key phrases as you and your thesaurus can think of, upload your URL to various search engines.

The big three are Google, Yahoo, and Bing. But there are others, too, like: Search.com, Yippy.com and Ansearch.com.

By including more keywords on your website, your page will be listed higher because it's considered a better match result than other sites.

You need to be ranked high on Google's first page, as people generally only check the first few results.

However, be sure the information you provide on your site is useful, interesting, informative and recent. Don't just have a string of keywords to attract search engine algorithms to your page.

Offer useful information

If you have useful information about a product or service, people will look around your site when they land there. This is important if your site has many pages.

If all you have is a bunch of keywords and nothing that actually pertains to what the person is looking for, they will leave feeling cheated and never come back.

So be alert to what you are offering potential customers and be attentive to the way you bring them to your page.

If you have done all of the above, and are still interested in more traffic, then consider marketing your site on other related or non-related sites by using banners, pay-per-click classified ads and the like.

These offer another way to let people know about your product. By advertising in this way you'll be reaching a sector of individuals who want and need your product, but were never aware of it.

However, it pays to study the PPC system in detail as you can easily overspend quickly.

There are a multitude of ways to market your website. Be sure you do it in a responsible way.

Internet users are fed up with intrusive pop-up ads, spam emails and other unsolicited information. Many people now have programs that block pop-up ads, which means pop-up ads are not even getting seen.

Finally, you don't want to anger potential customers or have them close off their minds to your product, so be creative when you are marketing. Tell your story but always be respectful of present and future clients. □

Job Opportunities

[Journalist](#), Key Media, Auckland

Write news, analysis and features for business, property and finance titles.

No closing date.

[Camera Assisting Internship Programme](#), Broadcast & Film NZ, Auckland

Camera assisting is the first step to become a Director of Photography.

No closing date.

[Photographer](#), Livingstone Photography, Southland

Do you love photography and want flexible working hours?

No closing date.

[Freelance Writer](#), Alpha Publishing, Auckland

Produce hard news and articles for ElectroLink magazine.

No closing date.

[Support Workers](#), Presbyterian Support-Northern, Auckland

Be involved in personal care and life skills coaching.

No closing date.

[Community Support Worker](#), Spectrum Care, Auckland

Be a mentor/coach to people with intellectual disabilities.

Closes 11 Feb.

[Corporate Communications Advisor](#), H2R Consulting, Auckland

Manage all internal communications channels.

No closing date.

[Editor](#), Key Media, Auckland

Produce content for a successful business-to-business magazine and website.

No closing date.

[Sub Editor](#), New Idea, Auckland

Seeking sub-editor who has the editorial experience and flair to ghost-write. Closes 8 Feb.

Clubs & Organisations

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/>

Society of Authors

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

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

Join up here:

<http://www.authors.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/>

The silliest laws?

In **Britain**, it is treasonous to stick upside down any postage stamp bearing the Queen's head.
In **France**, you cannot name your pig Napoleon.

In **Ohio**, it is illegal to get a fish drunk.

In **Miami**, it is against the law to skateboard in a police station.

In **England**, all men older than fourteen must practice the longbow for 2 hours a day.

Presumably because...

In the city of **York**, it is legal to murder a Scotsman within the ancient city walls, but only if he is carrying a bow and arrow.

Yeah, right!

Handicapped for life by your name?

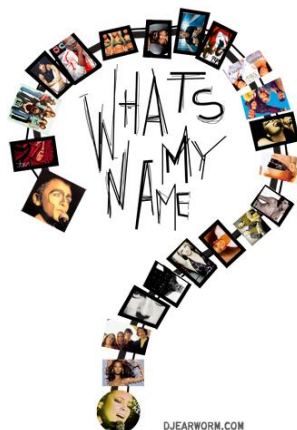
by **Brian Morris**

"I name this child ..." (sotto voce to parents) "Do you really mean Moaner, Dethrow?"

"Yes, Reverend. We want to be different."



How many children get the lifetime handicap of a name they hate? A name they must spell, letter-by-letter, to teachers, hotel receptionists, job interviewers, etc – all through their lifetime.



At the Institute it's important we get people's names right.

It takes time to check:

Aiden / Ayden / Aden.

Jackson / Jaxon / Jaxson /

Jaksyn / Jakson

Kylie / Kilee.

Maxine / Macksyn / Macsyna.

Parents should consider the consequence of the names they give their children.

When your offspring realises they'll have to spell their name... K-R-Y-S-T-O-F-F-E-R every time they order a pizza by telephone, the thought could stretch your child/parent relationship.

Express your individuality for name choices when you name your cat, dog or budgie.

Proofreaders...

In case you ever doubt the need for your services:



A different type of cooperation...



Pubic schools?



Obama Bin Laden?



Get your *souls* fixed...

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.



Sir Paul Holmes, R.I.P.

The tributes flowed generously for an energetic and always-interesting man who could not be contained nor stereotyped.



We all felt we knew him, but we saw only a portion of all the things he crammed into his 62 years: career, charitable work, family life. He lived every minute of every day.

He is worth hearing again.
http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10862796

Websites to explore

1. Stuff

New Zealand's premier online news site. If it's happening in NZ, it will be here – often while the buildings are still shaking. ☺

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

2. The Weather

Whether it's good, or whether it isn't, you and your wethers may be glad to find a forecast that predicts all next week, as well as when the sun rises – as you wanted to know that too, didn't you? ☺

<http://www.timeanddate.com/weather/new-zealand/>

3. Seek

SEEK is New Zealand's largest and most popular online job board.

Looking for a new job?

SEEK helps you explore a broad range of opportunities across different industries and sectors.

Great search tools mean you can find what you are looking for faster and with less distractions. ☺

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

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 plenty of contacts.

<http://FreelanceWritingGigs.com>

Freelance Writing

This site gives links to many sites with writing, proofreading and editing work:

<http://FreelanceWriting.com>

Elance.com

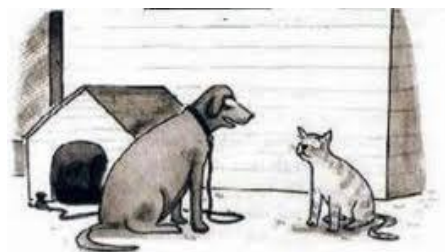
<https://www.elance.com/q/find-work/online-work-overview/>

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>

from favimages.com:



They don't keep YOU on a leash
because they WANT you to run away

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:

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

Job Opportunities

Deputy Editor, NZ Listener, Auckland.

You'll write and manage other writers, subeditors, freelancers, page designers. Challenging step up for an experienced journalist. Send letter, clippings, CV to:

jobs@nzmagazines.co.nz

Closes 15 Feb.

Communications Advisor, Summerset, Wellington

Requires experience in writing and pitching stories and media releases. Closes 12 Feb.

Research / Finance Writer, Consumer NZ, Wellington

Research and write on a wide range of topics of interest to consumers.

Closes 15 Feb.

Marketing Assistant, Evolve, Marlborough

Implementation of social media strategy; online updates; proofreading; etc. Closes 18 Feb.

Tutor, ATC TrainMe, Auckland

Prepare and coach WINZ participants towards permanent employment opportunities. No closing date.

Adobe Photoshop Whiz, Jack n Jill Portraits, Oamaru

Edit images from nationwide photographers. Closes 22 Feb.

Team Leader Ministerial Services, Inland Revenue, Wellington

Critique and add value to written material for the Minister of Revenue and the Commissioner of Inland Revenue.

Closes 15 Feb.

Mid-Grade to Senior Reporter, Waitomo News

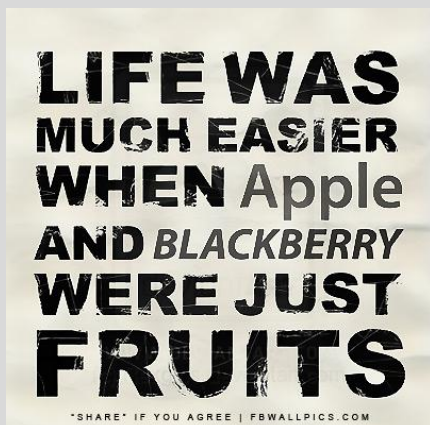
Experience in Photoshop and InDesign would be an advantage.

Closes 14 Feb.

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/>



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/>

Franklin Writers

This group meets at Franklin Arts and Cultural Centre, Pukekohe. 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

Four classic self-development books you should read

If you truly desire to get ahead, and enjoy all the rewards life brings, author Jim Rohn said:

"You need to devote at least half an hour a day to personal and professional development."

He recommends four books to get you started.

***The Richest Man In Babylon* by George Clason**

This astonishing best-seller holds the secrets to all your ambitions and desires and everything you wish to accomplish. This book holds the key to your personal wealth.

A modern day classic, this celebrated best-seller offers an understanding of, and solution to, your personal financial problems that will guide you through a lifetime. This is the book that holds the secrets to acquiring money, keeping money, and making money

***Think and Grow Rich* by Napoleon Hill**

Are you too busy working to spare any time for thinking? Then you're too busy earning a living to make any money - until now!

The curious thing is, people who really make money - lots of it - don't work that hard. The secret lies in getting the ball rolling at the start.

It's a secret Napoleon Hill discovered last century when he interviewed 504 of America's richest men - and it's a secret so simple anyone can use it to become wealthy.

- ☐ How great dreams turn into great riches
- ☐ Desire performs the impossible
- ☐ 28 very personal but revealing questions
- ☐ The magic of money consciousness
- ☐ How you can use more brains than your own
- ☐ Why there's no such thing as bad luck
- ☐ Fear is only a state of mind

These things together with his secret formula provide a tried and tested plan that makes people rich. It will make YOU rich too!

***How To Win Friends and Influence People* by Dale Carnegie**

Start with these eight goals:

- 1 Get out of a mental rut, think new thoughts, acquire new visions, discover new ambitions.
- 2 Make friends quickly and easily
- 3 Increase your popularity
- 4 Win people to your way of thinking
- 5 Increase your influence, your prestige, your ability to get things done
- 6 Handle complaints, avoid arguments, keep your human contacts smooth and pleasant
- 7 Become a better speaker, a more entertaining conversationalist
- 8 Arouse enthusiasm among your associates

Since it was first published in 1936, Dale Carnegie's classic has helped millions of readers. Revised and updated to meet the needs of people in the 21st century, *How To Win Friends And Influence People* continues to solve the biggest problem we all face: how to get along with other people in our everyday business and social life.

***Seven Strategies For Wealth And Happiness* by Jim Rohn**

Some people believe they have to choose between wealth and happiness.

That's not so.

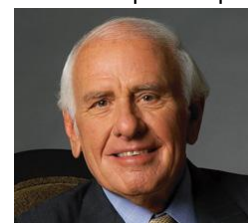
Wealth and happiness spring from the same fountain of abundance.

But to unlock the fountain of prosperity inside you, you need to embrace the seven key strategies for success.

You'll learn how to:

Unleash the power of Goal setting, how to seek knowledge, how to change, control your finances, master time, surround yourself with winners and learn the art of Living Well. ☐

Jim Rohn's philosophy has helped millions change their lives for the better.



Why you should enter contests

by **Deborah Owen**

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I'll never forget my first contest. It was a Writer's Digest writing contest.

I was very naive at the time, not understanding there would be thousands of entries.

I had grossly underestimated what I was up against. But truth be known, if I had seen a contest advertised which would only accept 100 fiction entries, I would still have felt I had no chance of winning.

So, entering the Writer's Digest contest was an act of futility - a dash for the pot at the end of the rainbow. The only reason I took the chance was because I knew I had a unique story about visiting a brothel, and I had developed an interesting angle, so I invested \$15 for my entry fee.

Months later, I received a letter congratulating me on getting an Honourable Mention. And there before me was the most beautiful, memorable, frameable, coveted certificate, confirming that I had beaten out 16,000 other entries to capture that spot.

I couldn't believe it. MY story was better than thousands and thousands of other stories!

I sat dumbfounded, staring at the Certificate of Honourable Mention, which had suddenly taken on new dimensions of highlighted achievements.

I learned a lot that day. I learned that it's worth investing a few dollars to take a chance, and that taking chances leads to new and exciting adventures.

I learned that no matter how the deck is stacked, I still have a chance of coming out on top.

I learned that I would never have had that wonderful moment in my life if I hadn't thrown caution to the wind and taken the plunge. I have since learned that investing in myself increases my faith in my own writing abilities.

Entering that one contest gave me the courage to enter others. And from that contest, I also learned how to find unique angles that light up a story.

When you realise you have a unique story, or a unique angle to a common story, save that story for a contest.

Don't waste it on a magazine submission.

If you haven't been entering writing (or photography) contests, you're missing a lot of fun.

There are dozens of writers and photographers groups on the Internet, and most if not all of them have contests. Or you can search for "writing contest" or "photography contest" and come up with zillions of contests to enter.

Caution: always search out these three things:

- reading fee,
- entry fee,
- deadline.



There are few things which will give you the confidence that winning a contest will give you.

Dig out the best story or story idea you have, refresh it, send it away, and see for yourself what entering contests will do for you.

Be aware that most contests have reading fees and entry fees. They can run up to a total of \$50 each, but are usually in the area of \$5 - \$10 total. This is how the organisation pays its costs and funds its prizes. You're worth it. Go ahead. Take a chance. Jump into adventure. ◻

Job Opportunities

Service Delivery

Coordinator / Facilitator, **Supergrans, Christchurch**

Manage, motivate and mentor a cross-cultural team of staff and volunteers.

No closing date.

Legal Editor/Writer, **Emergent, Auckland**

Write original copy and edit the work of others.

No closing date.

Communications Advisor, **NZ Post, Wellington**

Create and deliver internal communication plans.

Closes 10 Feb.

Personal Assistant, PwC, **New Plymouth**

Create, proofread and edit documents within PwC's formatting guidelines.

No closing date.

Senior Adviser – Ministerial Services, Department of Corrections, Wellington

Seeking exceptional writer with an enquiring and analytical mind. Closes 8 Feb.

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

Coordinate marketing assets and write marketing plans.

No closing date.

Digital Printing Assistant, **Microfilm, Christchurch**

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

Editor in Chief, CCH, **Auckland**

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

Journalist, The Blenheim **Sun**

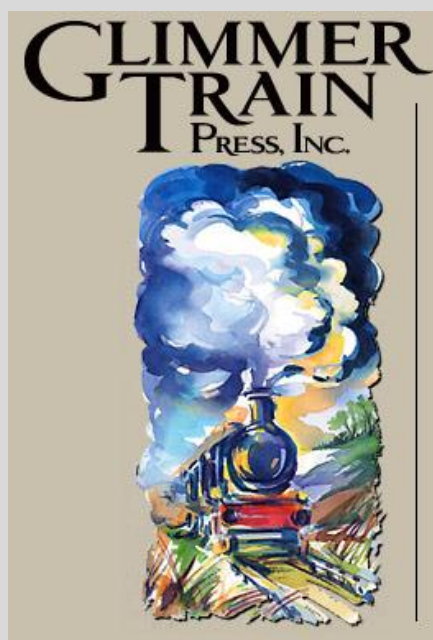
Reporting and writing skills and experience will be paramount.

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/NZSocietyofAuthors/files/Terms_Conditions_2013.pdf

Entry closes 25 February 2013



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

Short Story Award

(1st place wins \$1,500)

deadline is February 28.

Most entries run from 1,500 - 6,000 words, but any length up to 12,000 words is welcome.

For inspiration:

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

194 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.

The Fish

Short Story Prize

Stories on any theme written in English, maximum of 5,000 words.

The 2012/13 competition will open soon. Details here:

<http://www.fishpublishing.com/writing-contest-competition.php>

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_contest/writing_contest.jsp



The 2013 Bristol Short Story Prize is now open.

Stories can be entered online or by post.

Closing date: midnight April 30.

Please read the competition details before entering.

<http://www.bristolprize.co.uk/news/115-2013-bristol-short-story-prize-launched.html>

Story Mint

Participate in a serial here:

<http://thestorymint.com/story-mintery>

You can add one chapter of up to 500 words to the latest serial.

Put your name down for a slot and write 480 -500 words to carry the story forward.

develop back story

develop the characters

introduce a new angle

Or, you may want to take the story somewhere completely different.

Winning Writers

Current Writing Competitions

http://winningwriters.com/contests/sports/sp_guidelines.php



http://winningwriters.com/contests/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

AUT New Zealand Creative Writing Competition

AUT's fourth annual creative writing competition closes

midnight 28 February, 2013.

There are three categories in the competition:

Short story: Emerging

(15 - 20 years)

Short story: Open

(21 years and over)

Poetry: Open

(15 years and over)

Details here:

www.aut.ac.nz/creativewriting

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 Feb:

Mythical... for all you lovers of wolves, witches and wizards!

<http://www.nzibs.org/forums/showthread.php?t=4553>

Chinese Whispers...HOT!

a group effort – join in!

For Feb:

The coming of a great novel?

<http://www.nzibs.org/forums/showthread.php?t=4602>

What's the Question?

Judged by **Brenda Segedin**

For Feb:

The answer is **It seemed like a good idea at the time...**

<http://www.nzibs.org/forums/showthread.php?t=4584>

A legend in 50 words...

Judged by **Amanda Edwards**

For Feb:

Rewrite a Maori legend...

<http://www.nzibs.org/forums/showthread.php?t=4598>

Simplify...

Judged by **Amanda Edwards**

For Feb:

Simplify the Dreamtime...

<http://www.nzibs.org/forums/showthread.php?t=4597>

Introduce yourself ☺

hosted by **Brenda Segedin**

Tell us about yourself...AND WIN

<http://www.nzibs.org/forums/showthread.php?t=4480>

That's Life...

Judged by **Amanda Edwards**

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=4589>

Photography Challenge

Judged by **Robert van de Voort**

For Feb:

"Light and Dark" is your topic.

<http://www.nzibs.org/forums/showthread.php?t=4593>

From the competitions board:

Some **WINNERS** from last month:

When the answer is "53"...

OMG you won't believe this, but I was reading a love scene where the lovers were locked in embrace and declaring undying passionate love to each other on page 52 - and then I turned the page and discovered that they were suddenly both dead from strangulation .. and yikes, it was page 54 and there was nothing, absolutely nothing to tell me what had happened in between those bed sheets, I mean pages, and I'm wondering ... what the hell happened on page ... page ... (crap, what page was missing again...?)....

Congratulations **Amanda**

Something 'purple'...

A stitch in time saves nine.

Should you happen to espy something in your use that requires repair – be it a hole in the heel of your sock, a loose button or a strange noise originating deep within your washing machine, neither ignore it nor despair, for if you do so, you will later suffer far greater detriment to your leisure time or your wallet. Set about immediately to darn your sock whilst the hole is still barely visible, to re-attach your button before you lose it altogether or to call a repair man. Should you fail to take immediate action, such laziness or trepidation (in the case of the repair man, perhaps) will inevitably cost you ten-less-one times what prompt attention would have cost you. And although you may well ask why it will cost you nine times more, I will enquire of you why doth the cat have that same number of lives, or why indeed did the repair man charge you \$99 instead of \$100.

Congratulations **Carolyn**

The first 100 words...

As I lay dying, I felt his breath on my lips. The last thought I would have on this earth would be of him. The last taste, the last touch would be from him. As I lay dying I finally felt complete.

A quiet came over me that I had been running from all my life. This stranger was my soul-mate, and as he breathed his life into me, I lay wondering if he felt it, too. Would our souls recognise one another from some distant place? His life's essence filled my lungs and brought me from the brink of death.

Congratulations **Janis**

Job Opportunities

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.

*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 new jobs.

This selection of jobs was available when this newsletter was compiled and printed.

Be proactive. Have your draft application and CV **ready**.

Campaign Assistant, Product Placement 2011, Auckland

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

Magazine Editor Wanted, Phoenix Group, Auckland

Seeking financially literate wordsmith. No closing date.

Editor, Traffic NZ, Auckland

Seeking new editor for Renovate Magazine. 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.

Communications Manager, PwC, Auckland

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

Was it a predictable outcome?

By **Carole Hughes**.

Reprinted as a Short Story example for students and graduates.

Fortune tellers, or so I always thought, were small with olive skin, beads, osteoporosis and an air of mystery. This one was big, cheerful, very matter-of-fact.

"Take a seat please, lovey. Palms, tea-leaves or the cards?" Now, holding hands with a fortune teller I'd only just met wasn't really my cup of tea. But I'd ordered coffee, and didn't fancy the tarot cards. I mean, what if the card with the skeleton turned up? I didn't know what it meant, but it didn't look good.

"Palms," I said.

I'm not the sort of person for public displays, and I just hoped the other patrons of the cafe knew this was only the fortune teller who had a grip on my hand across the table.

There was only one gold earring to be seen, and a sort of loose, rayon jacket by way of distinction. No beads or air of mystery.

"You'll have a long life, lovey. Bit of trouble here in the middle. See that little break in your lifeline?"

A break in my lifeline?

It was all mumbo-jumbo, of course, but I felt just a few twinges of anxiety.

Imagine if someone said that to you when you were floating around outside a space ship, "By the way, you have a break in your lifeline." "But not to worry," my cheerful fortune teller said. "Probably a touch of illness or surgery maybe; you might have to have something removed. But see, you recover and go on for a long time, so it can't be too serious."

You could go on a long time without legs or arms, I thought, staring at the break in the lifeline. Or a kidney. And you could go on a long time if you were paralysed from the neck down.

"You'll have four children, but not until you're in your late 30s."

Whew! Well, that meant some things were going to be working ok. "Four kids?" I said. "I never thought of more than two."

And that was when I thought of them at all.

"I'll double-check."

I thought that only a jeweller's magnifying glass could have made that double-check any more thorough.

"Definitely four."

I shrugged. It was all mumbo-jumbo, of course, but it would be good for a laugh over lunch with the others from the office.



I would never be poor, but neither would I be rich. I shouldn't bother to gamble, because I would never win big money.

I already knew that.

I should be very careful when driving.

"But I thought there was nothing scheduled to happen until -" I tapped the break in the lifeline.

"Ah, but I see warnings. Mishaps, minor ones. I see red and maybe smoke drifting ..."

"A fire?" I said, aghast. "In my car?"

I was sorry I had agreed to have my fortune told. My anxiety level had risen several notches.

My car was only three months old, and my pride and joy. Now I pictured it blackened, the beige upholstery, with its tan, real leather contrast, shrivelled by fire beyond recognition.

"I can't be sure. Just take great care, especially next month." "And will I meet a tall dark stranger?" I said.

"Well, lovey, I wouldn't use such a hackneyed phrase myself, but yes, you will. You might start off on the wrong foot, but then you'll become friends."

Well, it did make a good story over lunch. I got a look at all the others' lifelines, and the break in mine seemed very insignificant compared to those of Kevin and Rita.

However, I made sure my car insurance was generous and up-to-date.

But I went out and bought a car fire extinguisher before I remembered I'd cut my hand quite badly when I was a kid, and that little break in my lifeline was, in all probability, the scar from that event.

As if anyone could predict your life from creases in your hands! If there was one thing I'd learned about life, it was

that it was not predictable.

Halfway into the next month I smashed the car. I drove into the back of a small red Italian machine one morning when drifts of fog lay smotherly over the road. The car's owner got out in a hell of a temper. Tall, black hair, skin the colour of toasted almonds. She was gorgeous. The tall, dark stranger fixed me with flashing eyes. "Men," she said scathingly, "are the worst drivers."

I flexed my shoulders, straightened my tie and stretched to my full height, so I could at least look her in the eyes. Big, sherry-brown eyes she had, with gold sparks in the middle. And as we gazed at each other, I couldn't help wondering just how close our friendship would be. Maybe I might go back to see my fortune teller. She could tell me. □