

**Marketing is Needed  
in Every Venture**

◆ Jay Conrad Levinson  
P. 4

**New Career  
Opportunities**

◆ Lots of possibilities  
Look Inside >>

**Australians with  
a Lot of Money**

◆ Brian Morris looks into it  
P. 2

# A fitting send off?

A tall tale about a lost piper and a hole in the ground. P. 7



**Do It Yourself**

◆ The advantages and ease  
of self-publishing P. 8

**Press Pictures**

◆ Some of the world's best  
press photographs. P. 5

**Shaming Conrad 25**

◆ A hidden vice revealed  
Fiction - P. 12

# Aussie Millionaires

How did these young Australians become millionaires?

Success leaves clues.

They set up their own businesses quite recently, so these case studies are fresh. And I've put a handful of them in a new book, published 2016.

Mostly, success came to them quite quickly. But not in every case.

Jonathan was only 17 years old when he started his business which he operated while he still attended school.

My ebook explains what they did, and how YOU CAN COPY THEIR TECHNIQUES.

All the business mentors tell us "Success leaves clues".

So we read biographies and autobiographies. I recommend you still do that.

This ebook is short.

You'll read 6450 words in a day.

When you've read all the case studies, ask yourself

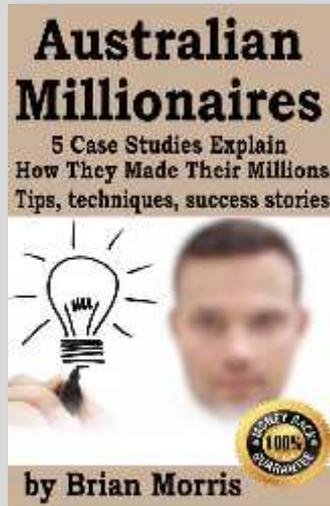
**Q1:** "Which type of business appealed to me most?"

Would I like to do what they did?

Would the money they earned be useful to me?"

**The case studies cover:**

- Flowers
- Fashion and beauty products
- Handyman trade services
- Hospitality and pubs
- Internet stuff
- Financial services



**Q2:** "Am I mentally ready to do what they did and start becoming a millionaire?"

*Disclaimer:* Just reading this ebook will not make you a millionaire. But once you know WHAT TO DO, the process will be far easier than struggling along on your own without a plan.

My latest ebook is here:

<http://tinyurl.com/hqt34x6>

Brian Morris

## A Master Class For Aspiring Magazine Writers

Radio NZ occasionally brings out a gem of an interview.

Here's one from 18 February 2016.

**Simon Wilson**, editor of Metro, was interviewed by Jesse Mulligan.

This is great radio. Have a listen. It's only 17 minutes long.

I hope the replay is still here >>>  
<http://www.radionz.co.nz/audio/player/201789853/>

This is the sports journalism essay Simon was referring to:

<http://www.metromag.co.nz/current-affairs/sport/sonny-bill-vs-t-rex-sbw-lose-chauncy-welliver/>

Enjoy!



**Brian Morris** | Principal

## On NZIBS website

Learn new skills and create a new career for yourself.

### Freelance Travel Writing and Photography:

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

### Journalism and Non Fiction Writing

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

### Sports Journalism

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

### Internet Entrepreneur

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

### Creative Writing

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

### Romance Writing

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

### Mystery and Thriller Writing

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

### How to write poetry

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

### Writing Stories for Children

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

### Writing Short Stories

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### Writing Your First Novel

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

### Proofreading and Book Editing

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

Information on any course we provide is available by telephone: **09 5329059** or **0800 801994**.

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

Call **Carol Morris** | Registrar

## Church ladies with laptops are a danger. Where are the proofreaders?

### Those wonderful Church Bulletins!

These sentences (with all the BLOOPERS) actually appeared in church bulletins or were announced in church services:

#### The sermon this morning:

'Jesus Walks on the Water.'

#### The sermon tonight:

'Searching for Jesus.'

#### Ladies, don't forget the rummage sale.

It's a chance to get rid of those things not worth keeping around the house. Bring your husbands.

#### Remember in prayer the many who are sick of our community.

Smile at someone who is hard to love. Say 'Hell' to someone who doesn't care about you.

#### Don't let worry kill you off – let the Church help.

#### For those of you who have children and don't know it, we have a nursery downstairs.

#### Next Thursday there will be tryouts for the choir. They need all the help they can get.

#### Irving Benson and Jessie Carter were married on October 24 in the church.

So ends a friendship that began in their school days.

#### A bean supper will be held on Tuesday evening in the church hall. Music will follow.

#### At the evening service tonight, the sermon topic will be 'What Is Hell?' Come early and listen to our choir practice.

#### Eight new choir robes are currently needed due to the addition of several new members and to the deterioration of some older ones.

Scouts are saving aluminium cans, bottles and other items to be recycled. Proceeds will be used to cripple children.

Please place your donation in the envelope along with the deceased person you want remembered.

The church will host an evening of fine dining, super entertainment and gracious hostility.

The Fasting & Prayer Conference includes meals.

Potluck Supper Sunday at 5pm. Prayer and medication to follow.

This evening at 7pm there will be hymn singing in the park across from the church.

Bring a blanket and come prepared to sin.

Ladies Bible Study will be held Thursday morning at 10am.

All ladies are invited to lunch in the Fellowship Hall after the B.S.

The pastor would appreciate it if the ladies would lend him their electric girdles for the pancake breakfast next Sunday.

Low Self Esteem Support Group will meet Thursday at 7pm.

Please use the back door.

The eighth-graders will present *Hamlet* in the church basement Friday at 7pm. The congregation is invited to attend this tragedy.

Weight Watchers will meet at 7pm at the First Presbyterian Church. Please use large double door at the side entrance.

The Associate Minister unveiled the church's new campaign slogan last Sunday:

'I Upped My Pledge - Up Yours!'

## Job Opportunities

### [Journalist/Feature Writer](#),

Gulf News, Auckland  
Write local features for the Waiheke Weekender and the Gulf News.  
Full time. Closes 16 March.

[Writer](#), Alpha Publishing, Auckland  
Write for the ElectroLink Magazine – the primary communications channel for the electrical industry.  
Contract/temp. Apply now.

[Marketing Copywriter](#),  
Castleford Media, Auckland  
Produce daily company blogs and write social media marketing campaigns. Full time. Apply now.

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

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

**Has the date expired?  
Put yourself forward anyway!**

[Head Writer](#), Xero, Wellington  
Lead a team of copywriters and turn jargon into plain English.  
Full time. Apply now.

[Technical Writer](#),  
Fulton Hogan, Tauranga.  
Create work procedures and operating manuals from scratch.  
Fixed term contract. Apply now.

[Web Content Writer](#), Ministry for Primary Industries, Wellington.  
Identify gaps in information and write digital content to create a big picture story.  
Contract/temp. Closes 24 March.

[Technical Writer](#), NZ Defence Force, Wellington  
Create and maintain the NZ Repair Parts Schedule for equipment.  
Full time. Closes 16 March.

[Camera Rental Assistant](#), Topic Photography Limited, Auckland.  
Check and maintain photography gear. Full training given.  
Full time. Apply now.

[Online Editor](#),  
MediaWorks NZ, Auckland.  
Promote Jono & Ben online.  
Full time. Apply now.

# Guerilla Style

By **Jay Conrad Levinson**

Reproduced for educational purposes.

Because we're smack dab in the middle of *The Information Age* and because time is so darned important, marketers should not waste the time of prospects and customers with gimmicks, hype and pizzazz.

Instead, they reward people's time with significant content and beneficial information.

The substance of their marketing is so lush, yet so concise, that providing substance is their style.

**Is your current marketing distinctive because of its style or substance?**

**The ideal answer is "BOTH".**

With its style, it conveys your identity and captures the attention of your targeted audience. With its substance, it makes essential points and motivates your audience.

Well-informed marketers see to it that both their style and substance are obvious and that their product or service always has the starring role in their marketing.

We've all had the experience of viewing a TV spot or reading an ad and wondering what the heck they were talking about, so you know what I'm getting at.

Many websites are more confusing than enlightening. That's bad.

In the early days of marketing, nobody needed special effects.

When Harley Procter and his cousin, James Gamble, churned their soap too long and the air in it caused it to float. So they came out and said "Ivory is the soap that floats". Later, stressing its purity, they said it was "99 and 44/100ths percent pure".

People knew exactly what they meant.

But now, the creative revolution is upon us. In the name of creativity rather than the less glamorous but more accurate name of selling, billions of dollars are being wasted each year.

That's a conservative estimate.

The creative rebels, award winners almost every one of them, get carried away by **style**, and in the melee, **substance** gets lost.

Marketing is definitely not a shuck and jive show or an entertainment medium. Its purpose is selling and it should therefore be loaded with substance.

You can be sure the top salespeople in the world don't begin their presentations with a tap dance or a cartwheel.

They succeed because of the style they use to provide substance, not because of the style itself.

The overriding concept in your marketing should be to present substance and do it with style.

That means the emphasis is on the substance. The readers, viewers and website visitors remember the substance.

Credit cards get used, and orders are placed because of the **substance** of someone's message.

Be on guard against the multitude of "creative" people who populate the marketing profession.

Too many of them have been trained to create a gorgeous picture, a rhyming headline, or a flashing website when they should be trying to create an eye-popping upswing in your sales graph.

Achieving that upward sales curve is your responsibility.

**Remember, if "creative" ideas cost you more than they earn for you, something is wrong with the equation.**

The equation should read, "creativity equals profits".

Substance consists of both facts and opinions. It communicates both features and benefits.

It is as specific as it can possibly be, as specific as 99 and 44/100th percent pure. And it effectively uses both words and pictures.

What substance **isn't** is fun — and you shouldn't try to make people think it is — unless you sell a video game or a segway.

It is **style** that generates fun. Style makes marketing enjoyable to read and hear. That's what makes marketing digestible.

Remember: your competition isn't Hollywood. It's the company that's been selling to your customers and attracting your prospects.

Your competitors are people who don't have stars in their eyes, simply profits on their mind.

Given the relationship of substance to style, put your money on substance every time.

But be aware that there are exceptions to this rule.

If, for example, the very essence of your product or service is its style, you may want to convey that style as its primary benefit.

The style becomes its substance.

But most businesses should not even think of selling with style at the expense of substance.

Many have tried. Most have failed.

**Your task: stress your substance - but do it with style.**

□



**Jay Conrad Levinson** passed away on 10 October 2013.

His best-selling book series 'Guerrilla Marketing' spawned a series of highly regarded books and other marketing material.

Collectively, Jay sold over 20 million copies of his books worldwide, in 62 languages.

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## BEST PICTURE 2014

**Jon and Alex, a gay couple, share an intimate moment at Alex's home, a small apartment in St Petersburg.**

Life for lesbian, gay, bisexual and transgender (LGBT) people is becoming increasingly difficult in Russia.

**Photo:**  
**Mads Nissen, Denmark**

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## From the World Press Photo Annual Competitions

Each year: over 80,000 images are submitted by more than 5000 photographers from over 130 countries.

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**Chinese men pull a tricycle in a neighbourhood next to a coal-fired power plant in Shanxi, China.**

A history of heavy dependence on burning coal for energy has made China the source of nearly a third of the world's total carbon dioxide (CO<sup>2</sup>) emissions.

**Photo:**  
**Kevin Frayer**  
A Canadian working in China

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## BEST PICTURE 2015

**A man passes a baby through the fence at the Hungarian-Serbian border in Röske, Hungary, 28 August 2015.**

**Photo:**  
**Warren Richardson**  
An Australian working in Eastern Europe

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### Society of Authors

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

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

Join here: (Student rate applies)  
<http://www.authors.org.nz/>

**How to get a job** is an ebook you'll find at Amazon.com This short \$1 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.  
<http://tinyurl.com/pgvgjky>  
Call 0800-801994 for a chat about your other career options.

### The Poets Society

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

Several other benefits include a members-only website page.  
<http://www.poetrysociety.org.nz/join>

### New Zealand Freelance Writers' Association

Have you found their site? If you haven't found a suitable writer's group locally, look online. Here's where you can go to connect with other writers – wherever you live.  
<http://www.nzfreelancewriters.org.nz/>

### Romance Writers of NZ

This non-profit organisation was founded in 1990 by Jean Drew (NZIBS tutor). RWNZ has over 260 members (published and unpublished writers) from NZ, Australia, USA, UK and SA.  
<http://www.romancewriters.co.nz/>

MEDIA caps for NZIBS graduates

- ❖ Journalist
- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. One size fits all.



## Who writes this stuff?

By *Brian Morris*

**Who writes the newsletter material for people like mechanics, lawn-care contractors, or tree surgeons?**



I was reading a **MARKETING IDEAS** newsletter and the author (Scott Bywater of Australia) suggested every owner of a **car mechanic business** should have a **newsletter** which goes to clients, former clients, prospective clients, suppliers etc.

Scott said "the newsletter should be informative, entertaining and sometimes have funny bits".

I don't know about YOU but I haven't yet met a car mechanic (or a lawn mower, or a tree lopper etc) who can write a newsletter.

**So ... who writes them?**

**YOU DO! Or you should.**

There's a ton of inspirational material you can glean ideas from.

Look on car websites, car blogs, or in car magazines, etc, put out by VW, Mercedes, or Toyota. Ditto for chain saws and lawn gear.

Then, **REWRITE it in your own words**, and **YOU will own the copyright**. Remember, you cannot copyright an idea. Lists can't be copyrighted either. But every word **YOU write** belongs to you.

### Homework:

Draft some likely articles (informative, entertaining and sometimes with funny bits). Show this to a likely mechanic, tree or lawn fellow and see if you can get a contract to produce a monthly newsletter.

Start with one A4 page.

When you get a nibble, talk to your tutor about a suitable fee etc.

Here's an item\* about banking. (Bankers need someone to write their newsletters too.)

### Case Study\*:

**Charles Anstis** worked for British Grindlays Bank in Monaco.

He became intimately involved in helping the Saudi royal family with their shopping in Monaco, shipping their purchases home, driving them to the airport, etc.

He became their trusted adviser.

The Saudi royal family were not completely familiar with normal French business practices.

One day in 1980 a prince of the Saudi royal family went into a tiny branch of a French bank in Monaco and asked for us\$50,000 in cash. He wanted to visit the casino.

The bank teller asked for his ID, but the prince had nothing on him.

Even the bank's manager refused to hand over the cash without some photo ID.

"Moment!," said the Saudi prince. He went to his car and came back with a stamped envelope.

"ME!" he said, pointing to the portrait on the stamp. □



\* This anecdote is taken from **'AUSTRALIAN MILLIONAIRES'**. Click the live link to get the ebook.

## Digging a Hole

A lifetime is like a river.

You cannot touch the water twice, because the flow that has passed will never pass you by again. Enjoy every moment of life.

As a bagpiper, I play many gigs. Recently I was asked by a funeral director to play at a graveside service for a homeless man.

He had no family or friends, so the service was to be at a pauper's cemetery in the Nova Scotia back country.

As I was not familiar with the backwoods, I got lost. A typical man, I didn't stop for directions.

I finally arrived an hour late and saw the funeral attendees had evidently gone and the hearse was nowhere in sight.

There were only the diggers and crew left and they were eating lunch. I felt badly and I apologised to the men for being late.

I went to the side of the grave and looked down and I saw that it was already half-filled in. I didn't know what else to do, so I started to play.

The workers put down their lunches and began to gather around. I played with all my heart and soul for this man who had no family and no friends.



I played for the homeless man, like I'd never played before.

As I played "Amazing Grace", the workers began to weep. They wept, I wept, we all wept together.

When I finished, I packed up my bagpipes and started for my car.

Though my head was hung low, my heart was full.

As I opened the door to my car, I heard one of the workers say, "I never seen nothing like that before, and for twenty years I've been putting in these septic tanks." □

~ Attributed to various authors

## Red Carpet Ready?

Brian Morris muses...

This woman dressed up for a big night out. I'm no fashion guru but I reckon:

- The jacket sleeves are too long.
- Standing with her legs crossed gives the wrong message.

(Maybe it's just that she really needs to be somewhere else.)

Our Life Coach students study body language as part of their training.

I'd like to know what they make of this photo.

Thank you Finola Dwyer for being our model.



## Job Opportunities

### [Communication Officer](#),

South Lakeland District Council, Kendal, UK.

Organise and produce content for council online, social media and print channels.

Full time. Closes 14 March.

### [Crime Reporter](#),

Johnston Press, Leeds, UK.

Create crime stories for digital platforms. Previous journalism experience a distinct advantage.

Full time. Closes 11 March.

### [Deputy Editor](#),

Fairfax Media, Auckland.

Source stories, manage subbing and proofing, as well as write for NZ House & Garden. Permanent part time. Closes 10 March.

### [Photographic Studio Assistant](#),

White Studios, Auckland.

Organise bookings and studio team, work with top advertising photographers. Full time.

[Journalist North West](#), Fairfax Media, New England, Australia.

Write news stories with a local flavour. Full time. Closes 11 Mar.

[Photo Guru](#), Jacobs Photo and Digital, Auckland.

Complete in-store photo restorations using Adobe Photoshop. Part time. Apply now.

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

### [Photo Centre Assistant](#),

Harvey Norman, Rotorua

Operate processing equipment to edit and restore photos to the customer's brief.

Part time. Apply now.

### [Operations/Assistant Manager](#),

Dreamlife Photos and Video, Auckland.

Coach and develop photography team, manage budgets, monitor photo quality for wedding studio.

Fluency in Mandarin required. Full time. Apply now.

### [News Journalist](#), IDG

Communications, Auckland.

Host community events, write for Computerworld and Reseller News. Full time. Closes 18 March.

## Online Openings

### for editors and proofreaders

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

- Proofreading
- Proof reading
- Book editing
- Book editing
- Editing / Editor
- Manuscript correcting

Be creative. Look for spelling variations. That's why they need you and the skills you bring.

## Craigslist.org

Check this international billboard of opportunities, jobs etc.

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

## Online Writing Jobs

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

## Autumn

There is no need to hurry  
through the fields anymore.  
The dry hard shafts of soldier  
corn aren't marching anywhere.  
The season's done, the harvest  
in,  
The earth has sprouted autumn  
winds.  
There is no need to hurry  
through the fields.

With spring we rush to tap the  
trees,  
With summer to plant seed,  
And all the while we worry  
if the crops will fill our needs.  
But now all rains and droughts  
are known,  
The tallies have been taken.  
And there's no need to hurry  
through the fields.

Far above, the cries of geese  
are warning us of winter,  
Snow-scented winds toss  
vagrant leaves that huddle into  
corners.  
While winter's bark and  
winter's bite may rush us to our  
fires,  
for now, we need not hurry  
through the fields.

Sue Davis - Newport, Vermont

## Book publishing transitions from paper to ebooks

From Grads Club Report #1049

Source: The Guardian/ *Alison Flood*  
Reproduced for educational purposes.

G P Taylor is a self-publishing success story. The former vicar sold his motorbike to fund the first print run of his children's novel *Shadowmancer*.

Its popularity, driven by the author's tireless campaigning, led to a publishing deal with Faber & Faber and a career as a New York Times bestselling author.

He seemed to have made the transition from amateur to professional without a backward glance - but after several years he considered going back to self-publishing.

He's not the only one. At one point, self-published authors Louise Voss and Mark Edwards sold as many as 1900 copies a day of their thriller, [Catch Your Death](#).

Writers around the world are getting their books to readers - and getting paid for it - without a publisher in between.

Self-publishing, is respectable.

"I'm a real advocate of self-publishing," says Taylor, explaining why he thought about returning to self-publishing.

"With the number of authors out there, I'm just one of many mid-list writers. I'm not a celebrity and book sales are pretty sluggish at the moment. [But] with self-publishing it's a case of if it's any good people will buy it, and with the Internet you can get people to notice it."

David Moody, who was making £1,000 a month self-publishing his horror novels until he attracted the attention of film producer Mark Johnson. He landed deals with Thomas Dunne Books in the US and Gollancz in the UK. He also believes self-publishing is a serious option for new writers.

"I'm actually miffed that I'm not self-publishing right now, but I might go back to it later," he says.

Sites like **Lulu** and Amazon's **CreateSpace** allow authors to produce print editions of their books without the hassle of setting up a publishing business and dealing directly with print-on-demand publishers.

"It's the Internet, and the inexorable rise of ebooks," say many authors, "those factors have been the game changers."

Taylor is selling more ebooks than paperbacks by 6 to 1.

"What's the point in going to a publisher? They cream off the profit. I can put an ebook up in a week".

**Self-published authors can experiment with their selling price, even offering books free online, or for low price points that will entice new readers.**

Moody made a name for himself by giving away his zombie novel *Autumn* from his website, in the process creating fans who would pay for subsequent novels.

Paranormal romance writer **Amanda Hocking**, who signed a deal reported to be worth more than \$2m with St Martin's, sold her ebooks herself for between \$0.99 and \$2.99. She's now sold upwards of a million ebooks.

"Ebooks have completely changed self-publishing forever," says US author **Scott Sigler**, who self-published his novel [The Rookie](#) ("*Star Wars* meets *The Blindside* meets *The Godfather*") after his publisher Crown decided it wasn't for them.

"Anyone can make a book and deliver it right to the reader without the gatekeepers in place.

"Some people think that's bad, that below-par fiction gets into the market. However, I believe the market takes care of itself. You get bad stories, sure; but you had bad stories with small, mid-size and large publishers as well. But you also get stories that would have been rejected by most publishers, yet they resonate with the reader and sell thousands, even hundreds of thousands of copies."

Moody agrees.

“Two major developments have had a hugely beneficial impact on self-publishing.

“Firstly, changes in technology, in particular the adoption of ebooks by the mainstream thanks to Amazon’s Kindle, and the iPad, etc,” he says.

“If you’re a self-publishing author today, you have a vast audience waiting, and a decent number of professional channels through which you can easily make your work available. I personally know authors who are doing this to great effect – some are making over \$10,000 every month!

“Secondly, the advent of social networking (Facebook, Twitter, etc) has had an incredible effect.”

Thriller novelist **Barry Eisler** turned down a reported \$500,000 from St Martin’s Press to go his own way. “The key dynamic at work in self-publishing is traditional publishers’ loss of their lock on distribution.”

He says “It used to be that if you wanted to distribute your book in meaningful numbers you needed a business partner with printing presses, a sales force, and relationships with wholesalers and retailers. Not anymore.

“Digital has changed all that.

“Before, the question that had to be asked by a would-be self-published author was, ‘How will I distribute my book?’ It used to be there was no good answer.

“Today, digital has answered it. The question for a would-be self-published author now is, ‘How will I market?’ And that question has a lot of available answers.”

Eisler experimented by self-publishing a short story [The Lost Coast](#) for \$2.99 (72 cents on Kindle)

“That’s a premium price for a short story. I did it just to see how it would perform. It’s been earning me around \$1,000 a month and [Paris Is A Bitch](#), which I also self-published is doing even better.”

After turning down St Martin’s Press, he subsequently signed up to a one-book deal with Amazon for a six-figure sum, but will continue to self-publish his other titles.

But why go the Amazon route for just one book? Eisler explains.

“Amazon offered me the best of both legacy and indie worlds.

“These are things like the cash advance and marketing muscle you (might) get in a legacy contract; plus the ongoing digital royalties, creative control, and time-to-market of indie.”

So he’s giving up “something like 20% or 30%” of his digital retail channels, but he’s gaining Amazon’s marketing muscle – with immense potential upside.

Ebooks might have been the game changer for self-publishing, but Amazon has also been a huge enabler.

Offering 70% royalties to authors who publish their books on the Kindle and sell them in a specific price bracket, or 35% otherwise, the online retailer provides a shop for thousands of self-published writers: the good, bad and ugly.

**Marketing is a must for self-published authors, as you have a lot of competitors out there.**

Eisler has “a pretty strong online presence” through Facebook, Twitter, and his blog, *‘The Heart of the Matter’*.

<http://barryeisler.blogspot.co.nz/>

This same blog includes **three 12-minute vimeo lectures about self-publishing**, by Barry Eisler.

He has a large emailing list. Yes, he’s now an established author with a following.

Sigler promotes his ebooks to his podcast audience.

“Write the best book you can. Hire a real editor to make it better. Have it professionally proofread and copy-edited to remove typos and careless errors. Get a real book cover artist.

Tip: Don’t do your own cover art.

“Then get your book into ebook form. Start promoting. Get reviews.

Then start on your next book.

“Repeat, repeat, repeat.”

More and more authors are eschewing the old model, in favour of self-publishing. □

## Job Opportunities

[Communications Advisor](#), Priority Communications, Christchurch Work with websites, social and traditional media to create marketing stories for a range of clients. Full time. Apply now.

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

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

**Has the date expired? Put yourself forward anyway!**

[Content Integration Strategist](#), Fairfax Media, Sydney, Australia. Design marketing material for clients. Full time. Closes 9 March.

[Bid Writer](#), Brosnan Construction, Auckland. Keep registries, design winning bids, update office systems. Full time. Apply now.

[Technical Writer](#), Talent Recruitment, Auckland. Create technical product documentation using plain English. Full time. Apply now.

**[Journalist/ Comms Assistant, Horticulture New Zealand, Wellington.](#)**

Research, interview, write in different styles and \* edit your own work. Full time. Apply now.

\* When you see “edit your own work” there will be work for an independent proofreader.

[Digital Content Writer](#), Castleford Media, Auckland. Research and write blog posts, social media posts, video scripts and whitepapers. Full time. Apply now.

[Privacy and Official Information Editor](#), Ministry of Social Development, Wellington. Apply legislation to requested documents and draft responses. Contract/temp. Closes 8 March.

[International Qualifications Evaluators](#), New Zealand Qualifications Authority, Wellington. Evaluate overseas tertiary students’ qualifications and write them reports to help them get started in New Zealand. Full time. Closes 9 March.

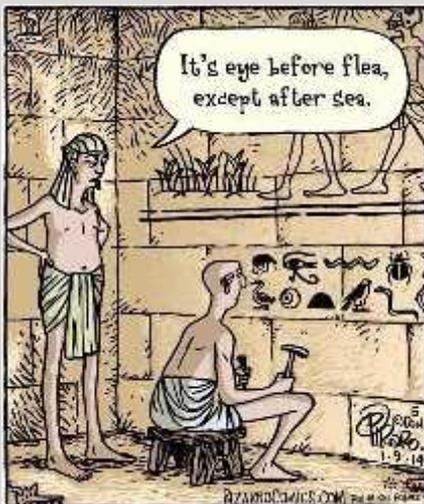
# Take this short-cut to life's wisdom

by Regina Brett

From Grads Club Report # 1011  
Reproduced for educational purposes.

**Regina Brett** was a Pulitzer Prize finalist for her columns on life's challenges. Abridged.

1. Life isn't fair, but it's still good.
2. When in doubt, just take the next small step.
3. Life is too short to waste time hating anyone.



4. Your job won't take care of you when you are sick. Your friends and parents will. Stay close to family.
5. Pay off your credit cards every month.
6. You don't have to win every argument. Agree to disagree.
7. Cry with someone. It's more healing than crying alone.
8. It's OK to get angry with God. He can take it.
9. Save for retirement starting with your first payday.
10. When it comes to chocolate, resistance is futile.
11. Make peace with your past so it won't screw up the present.
12. It's OK to let your children see you cry.
13. Don't compare your life to others. You have no idea what their journey is all about.

14. If a relationship has to be a secret, you shouldn't be in it.

15. Everything can change in the blink of an eye. Christchurch people know that. But God never blinks.

16. If we all threw our problems in a pile and then saw everyone else's, we'd take our own back.

17. Get rid of anything that isn't useful, beautiful or joyful.

18. Whatever doesn't kill you really does make you stronger.

19. It's never too late to have a happy childhood. But the second one is up to you and no one else.

20. When it comes to going after what you love in life, don't take "no" for an answer.

21. Burn the fancy candles, use the nice sheets, wear the sexy lingerie. Don't save it for a special occasion. Today is a special occasion.

22. The best is yet to come. Expect it. Look forward to it.

23. Be eccentric now. Don't wait for old age to wear purple.

24. The biggest sex organ is the brain.

25. No one is in charge of your happiness but you.

26. Frame every disaster with these words: 'In five years, will this matter?'

27. Always choose experiences over acquiring more stuff.

28. Forgive everyone everything.

29. What other people think of you is none of your business.

30. Time heals almost everything. Give time, t i m e.



31. However good or bad a situation is, it will change.

32. Don't take yourself so seriously. No one else does.

33. Believe in miracles. Especially little ones. They come more often.

34. Friends are the family we choose to have. Extend yours.

35. Don't audit life. Show up and make the most of it now.

36. Growing old beats the alternative - dying young.

37. Your children get only one childhood. Enjoy the journey with them.

38. All that truly matters in the end is that you loved.

39. Get outside every day. Miracles are everywhere if you go looking.

40. Take a deep breath. It calms the mind. Now take nine more.



41. Envy is a waste of time. You already have everything you need.

42. No matter how you feel, get up, dress up and show up.

43. Yield. Sometimes it's the strong man's option.

44. Life isn't tied with a bow, but it's still a gift. ☐

Check Regina Brett's website:  
[www.reginabrett.com/about.php](http://www.reginabrett.com/about.php)

Success is almost totally dependent upon drive and persistence. The extra energy required to make another effort or try another approach is the secret to winning. ~ **Denis Waitley**

## Job Opportunities

### [Automotive Copywriter](#),

Krunch.co, Auckland.

Write about automotive and motorbike brands.

Casual/vacation. Apply now.

[Content Writer](#), Intueri Education Group, Auckland.

Be creative with marketing communications.

Contract/temp. Apply now.

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

### [Web Coordinator and Content](#)

[Editor](#), TalentShop Ltd, Wellington.

Improve website content and marketing copy.

Contract/temp. Apply now.

[News Editor](#), Trinity Mirror Plc, Newcastle, UK.

Streamline content for the Chronicle Live news website.

Full time. Closes 17 March.

### [Preparator](#),

Hamilton City Council, Hamilton.

Prepare, install and dismantle exhibitions at Waikato Museum.

Knowledge of photography an advantage. Full time. Apply today.

### [Editor](#),

Mana Recruitment, Wellington.

Prepare and edit online content to support clients' career development.

Full time. Apply today.

[Clerical Administrator](#), Canterbury District Health Board, Christchurch

Duties include data entry, minute-taking, filing and providing customer service.

Full time. Apply today.

[Head Writer](#), Xero, Wellington.

Tell the Xero story online.

Leadership role.

Full time. Apply today.

[Technical Writer](#), Innova

Composite Helicopters, Auckland.

Prepare and maintain manuals, manufacturing procedures and instructions, flight and

maintenance manuals, and parts catalogues.

Contract/temp. Apply today.

## Competitions ...



## Have a go! ☺

For details of all competitions, click the links and join in!

**Winners' names are posted on the SDB after the competitions are judged at month's end.**

**See the competitions here:**

<http://nzibs.org/forums/forumdisplay.php?f=11>

**Photography competitions:**

<http://nzibs.org/forums/forumdisplay.php?f=4>

## Oh, Woman of Easy Virtue - by K.C.Ball

**B**lood-red neon outside makes liquid demands. *Haul-It Inn*.

So I do, pushing my way through frosted plate-glass doors to strike a pose upon the dented hardwood floor. I've black take-me pumps and high-gloss cherry lips and Chip and Pepper blue jeans.

Take a look: a high-end whore; come and get me if you can afford me. Just the mask I want.

A brushed-steel and padded-leather bar hurries along the wall to my left, running the length of the room. Industrial chic, once upon a time, but flecks of rust and rough-stitched ridges tell tales of careless maintenance.

The jake behind the bar glances up when the door pops closed, skewering me with a single glance and lingering upon my ins and outs as if I had picked the outfit just for his appreciation.

Not.

I consider flipping him the bird but decide it's more attention than he deserves. Instead, I peruse the place as if it — and everything in it — is kitty litter and I'm about to make it clump.

Halfway through that long disdainful glance, I spot the man I'm after.

He's sitting at something too small to be called a table.

Alone. Waiting.

Not ashamed to show it.

The sort who needs to be cranked in, every night of his life, and I am just the girl to trim his sails. He studies me, liking what he sees. He should.

The outfit is tailored to his tastes.

I sashay across the room, legs, hips and gluteal muscles working together like a NASCAR pit crew.

All the women hate me; all the men have forgotten who they came in with. One poor jerk stands, to follow me; his woman puts him back into his place.

Another fool is stuck with his jaw dropped open.

I ease it closed, with a lacquered-nail fingertip, as I pass by.

The man I'm after watches it all, enjoying the floor show. I stop, just outside his reach.

Standing, of course. There's only one chair and he's not about to offer it to me.

"Want some company?" My voice is smoky and low, Lauren Bacall and Susan Sarandon and Sigourney Weaver rolled into one sweet sound.

He snubs out his cigarette, a filthy unfiltered Turkish brand, and gives me the once over; two times.

"Sure," he says in no hurry. "Got a friend I might like?"

If it were just for me, I'd tell him what to do with his burnt-out butt. But it isn't just for me; not tonight. I have to get in close, got to finish the job I agreed to do, so I work it again.

"You're a funny man. I like funny men."

Purring.

"Everybody tells me that," he says.

He yawns and gives it a five-count.

"All right, you can stay." I smile, in that evil way I learned from watching Bacall, and take a step closer. He shows me the palm of his hand.

"If you go down on your knees and beg," he says.

Eyes lit in anticipation.

I give him the five-count right back, and then nod.

"All right," I say. "If that's how we're gonna play this."

He grins like a circus clown, as I step in close and kneel before him.

He'll be sorry; what's sauce for the gander is good with the goose, too.

Next month, come *my* fantasy night, I'll make the bastard pay. ☐

# The Shaming of Conrad 25

by Dale Carothers

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When his mother opened the door Conrad didn't know whether he should close his laptop or cover his lap with the blanket, so he did half of each. "Can't you knock?"

"I'm your mother, I don't have to knock." She scanned the room. Posters of famous authors filled the gaps between the floor-to-ceiling bookshelves. Asimov, Le Guin, Zelazny and Delaney kept watch over the varied army of action figures.

"What are you doing?"

Conrad hunched over. "Nothing."

His mother strode across the room and opened the laptop. After a moment she said, "Open the blanket."

"But, mum, I—"

"Now."

Conrad let the blanket fall away.

His mother gasped. She walked over to the door and opened it. "Steven!"

His father's voice was faint. He was downstairs in his office.

"What?"

"Get up here!"

Conrad sat frozen with shame. It was bad enough being caught by his mother.

His father appeared at the door.

"What's going on?"

"Look at what I caught your son doing."

Conrad felt a hand on his shoulder as his father leaned over him, looking at the screen and then at Conrad's lap. He let out a long exhale. "It's all right, buddy, lots of kids—"

"Steven! Don't do that. He should be ashamed. I thought I told you to talk to him about this."

His father spun Conrad's chair around and took his place near Conrad's mother.

She waved a hand. "Go ahead."

"Son?"

Conrad looked up. "Yeah?"

"In this family... we don't write fan fiction."

Conrad's mother, Rachiel Hibbing, had a best-selling series of novels set in the Petrachian Cycle universe. Cosplayers and burgeoning writers mobbed her at cons, and often camped out on their lawn.

Conrad's father, Steven Hibbing, wrote literary science fiction full of impenetrable meaning and obscure references to long-forgotten stories from the pulps, and he used the word postmodern more than anyone else in the universe.

Conrad had been named after the main character in Zelazny's *This Immortal*, and after 25, a minor character in his mother's series. Conrad held up the action figures of the Mighty Thor and Belldandy from Ah! My Goddess. Thor was from Conrad's collection, but Belldandy had come from a box of his older sister's stuff in the attic. She was off at college and didn't know Conrad was touching her stuff. "Just listen for a minute, OK. Both universes have Norse themes, so I thought—"

His mother raised her hand. "You can do what you want when you turn eighteen and move out, but not," she waved a hand and frowned, "in my house."

"Maybe he's doing some kind of ironic, postmodern interpretation," his father said.

"Are you kidding me? That is the stupidest thing I've ever heard."

"He's just a little boy, he's experimenting."

"That's what you said when you wrote that Star Trek novel?"

His father's face went white. "You said we didn't have to talk about that anymore. You said you forgave me."

"I'm sorry you had to hear that, Conrad. But it needed to be said.

You needed to know about your father's... indiscretion."

His father raised his fists. "I used a pseudonym!"

"There's no need to yell. I just don't want our son to think it's OK to be unoriginal."

Conrad's father deflated. "I'm sorry."

Conrad's parents hugged.

"I'm sorry too," his mother said.

"I promised not to throw that in your face anymore."

"It's all right."

"No, it's not." She leaned in close and whispered. "Later tonight I'll come into your office... and we can co-write a story set in my universe."

"Really? I've been asking for years to—"

She held up a hand. "Don't spoil it by talking too much. We still have our son to deal with."

They walked over and stood on either side of Conrad.

"You understand what you did was wrong?" his father asked.

"Yes."

"And you know what you need to do?" his mother asked.

"Yes."

His mother put her hand on his shoulder. "Show us."

Conrad opened his laptop, and with shaking fingers keyed Ctrl-A. He hit the delete key.

Five pages of prose gone. Just like that. He took a deep breath and sniffled.

"Now save, so you can't get it back," his mother said.

Conrad's hands hesitated over the keys.

"Kill your darlings, darling," his mother said.

Conrad keyed Ctrl-S. His chin dropped until it rested against his chest.

"It's OK, son," his father said.

"You'll come up with something new."

"Can I be alone for a while?"

Conrad asked. "I need time to brainstorm a new idea."

His mother kissed him on the head and his father gave him a reassuring pat on the back, and then they left.

Conrad replaced Thor on the shelf among all his other action figures, vintage and in-box mixed with new ones that'd been worn down with use. He sat on his bed, holding Belldandy.

Life was so unfair. And his father? What a hypocrite. What a total dick.

His father had read to him—dragging in his lectern, and giving dramatic readings, voices and all—for as long as Conrad could remember. Roger Zelazny's

*Creatures of Light and Darkness* lay on Conrad's bedside table. They'd been working their way through Zelazny's classics for the last month, and they never failed to thrill.

Upstairs in the attic, Conrad opened the box of his sister's stuff. As he laid Belldandy in the box his fingers brushed a deck of Yu-Gi-Oh! cards held together by a rubber band.

Yu-Gi-Oh! *Creatures of Light and Darkness*. The Egyptian connection.

Two worlds and two stories began forming in his head.

Before he let the story go too far, Conrad made a plan to hide his dirty secret. □