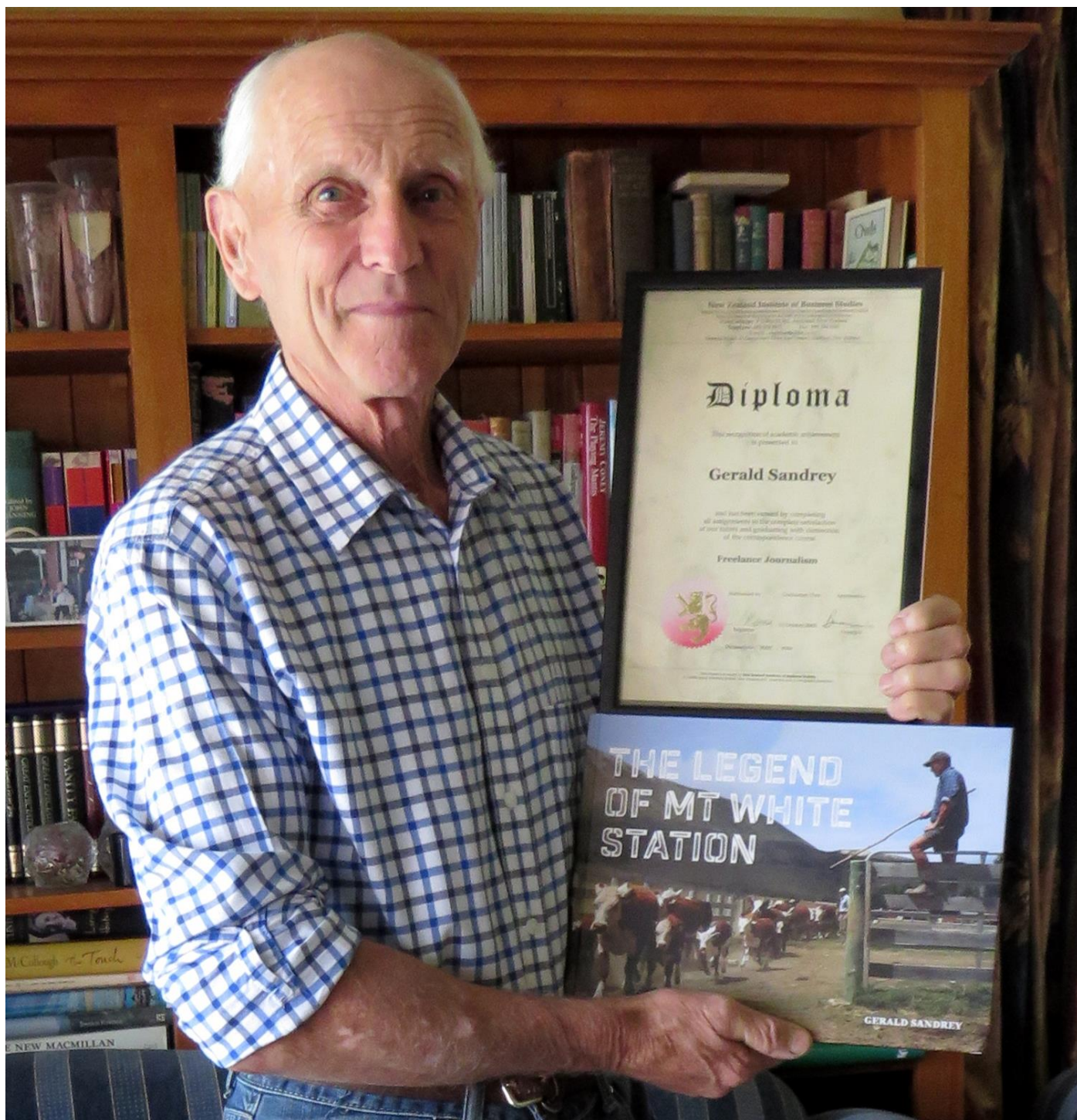


Gerald Sandrey, author

THE LEGEND OF MT WHITE STATION



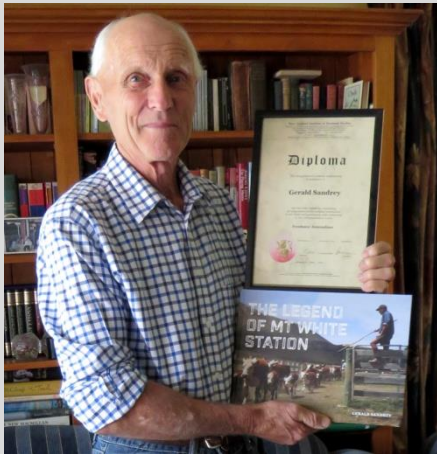
Popcorn Writing P. 5 **Show and Tell Fiction** P. 6 **Job Opportunities**

Fifty eBook Ideas P. 6 **Poet's Corner** P. 10 **A Simple Mistake [Fiction]** P. 12

More Graduate Publishing Success

Gerald Sandrey has enjoyed success with his first book.

THE LEGEND OF MT WHITE STATION.



Gerald with his diploma and book.

His publisher printed 600 copies and they all sold within six weeks.
[That's worth a round of applause for Gerald. Well done.]

Gerald asked whether he should press the publisher for a reprint, or not. (This is a question which puzzles lots of book authors, both traditional and self-published.)

I'm sharing my considered reply here. You might get value from it.

Gerald, you have done EXCEEDINGLY WELL with your Mt White Station book.

Congratulations.

Enjoy the modest profit you and your publisher made with your first print run. Remember the advice given to vaudeville comedians. "Leave the audience wanting more."

But it's time to LEAVE THE STAGE!

*I don't think a reprint will be as profitable as the first run.
You've satisfied that market.
All 600 of them.*

HOWEVER ...

How about a second book...

"Tales From Mt White Station"

*Followed by, perhaps:
"More Tales From
Mt White Station".*

The same people who bought the first book (THE LEGEND) will be hot prospects to buy TALES ...

*Put a clause in:
"Some people say these tales are true. Others say they're not.
My lips are sealed.
YOU be the judge."*

*Now I have a question:
"Have you got a LIST of buyers?
You can email them and take FORWARD ORDERS. Evaluate how much interest there is."*

Well done, Gerald.

Brian Morris, Principal



Life isn't about finding yourself. Life is about creating yourself.

George Bernard Shaw



AliBaba opens new sales opportunities in China

So many people are following my mentor **Anik Singal's** advice about selling products on the Internet. Today's news showed Prime Minister **John Key** talking with **Jack Ma**, founder of AliBaba.com China's biggest online retailer. Seems Alibaba has signed a deal with the NZ Government to give more New Zealand-made goods swift access to popular online sales sites in China. This is good news indeed. The signing ceremony was held at the China Entrepreneurs Club leaders meeting in Beijing. Old **Mao** must be spinning in his grave.

On the NZIBS website

Learn new skills and create a new career for yourself. Find your interest and CLICK IT.

Freelance Travel Writing and Photography:

http://nzibs.co.nz/?page_id=40

Journalism and Non Fiction Writing

http://nzibs.co.nz/?page_id=38

Sports Journalism

http://nzibs.co.nz/?page_id=60

Internet Entrepreneur

http://nzibs.co.nz/?page_id=1726

Creative Writing

http://nzibs.co.nz/?page_id=28

Romance Writing

http://nzibs.co.nz/?page_id=58

Mystery and Thriller Writing

http://nzibs.co.nz/?page_id=50

How to write poetry

http://nzibs.co.nz/?page_id=44

Writing Stories for Children

http://nzibs.co.nz/?page_id=83

Writing Short Stories

http://nzibs.co.nz/?page_id=79

Writing Your First Novel

http://nzibs.co.nz/?page_id=85

Life Coaching

http://nzibs.co.nz/?page_id=46

Digital Photography for Beginners

http://nzibs.co.nz/?page_id=30

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Proofreading and Book Editing

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You already have one foot on the first rung of the ladder. Your climb could take you somewhere interesting.

Publish on Kindle: Here are fifty ideas for Ebook topics

by **Brian Morris**

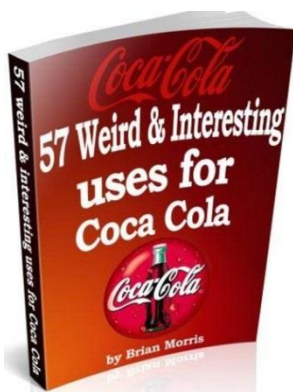
Reproduced for educational purposes

In this report, we've set out **50 niche topics** that could form the basis of a profitable ebook.

These subjects are all 'red hot' right now, with lots of interest plus plenty of search engine queries related to them.

We recommend you use these ideas as starting points for your ebook. Research any topic that interests you then think up a unique angle of your own.

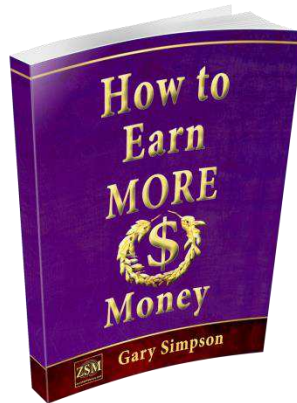
The topics aren't set out in any particular order. Just browse through them, and make a note of any you want to explore further.



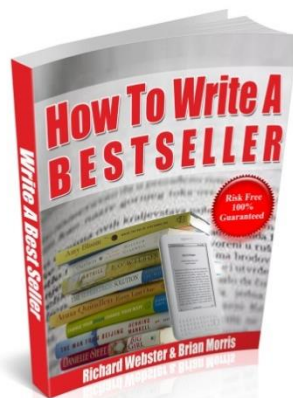
There's a huge range of subjects here, so there will surely be one (or more) that will capture your interest and suggest a topic for your first (or next) ebook.

Highlight your selection.

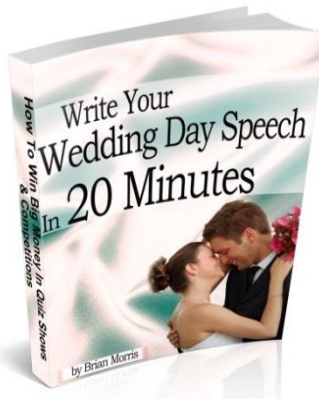
1. Solar energy
2. Cat care/health
3. Search engine optimization (SEO)
4. Hydroponic gardening
5. Container gardening
6. Finding a better job
7. Saving money
8. Keeping chickens



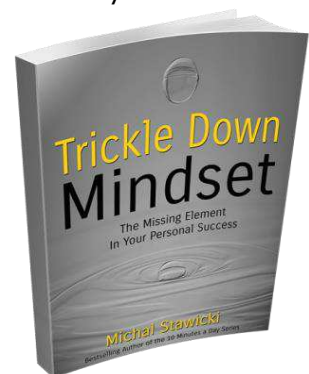
9. Making money online
10. Sideline opportunities for semi-retired people
11. Online dating
12. Coping with divorce
13. Bringing up teenagers
14. Home schooling
15. Writing for profit



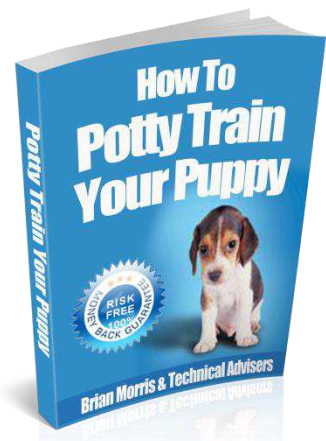
16. Handling stress
17. Time management
18. Boosting creativity
19. Dog care/health
20. Better sleep
21. Losing weight
22. Cyber-bullying
23. Learning the guitar
24. Learning the piano
25. Pregnancy planning
26. Buying a house
27. Website design



28. Forex trading
29. Investing in stocks and shares
30. Tracing your family history
31. Writing a novel
32. Plastic surgery
33. Social networking
34. How to knit
35. How to draw
36. How to kiss
37. Writing a CV
38. Getting out of debt
39. Sign language
40. Home security
41. How to stop smoking
42. Boost your self-esteem



43. Improve your fitness
44. How to cope with arthritis
45. How to overcome depression
46. Grow your own vegetables
47. Wedding speeches
48. Public speaking skills
49. Identity theft
50. Chinese medicine



The best HOW TO book on getting into writing ebooks is here >

www.ebookofKnowledge.com

Popcorn Content: The craft of writing short-form content for social media like Twitter.

by **Nick Usborne**

Graduates Club Report **1132**
Reproduced for educational purposes.

'Popcorn Content' is the short book Nick Usborne wrote about writing social media content.

Just 34 pages.

Seems everything about social media is short.

Read it and you'll learn how to write short-form content that hooks, compels and engages with your target audience.

Whether you're writing a tweet, something for Facebook, a post for Google+, a comment for Pinterest, or a title for a YouTube video... you need short content that pops.

Is writing this kind of short content really a separate craft?

Absolutely it is.

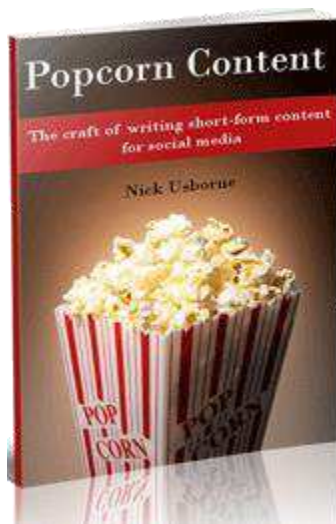


The social media environment is fast-moving and the audience has a short attention span.

Whatever you say or share not only sinks into the flow really quickly, but it is also in constant competition for readers' attention.

Whether you're trying to hook new readers, or engage in conversations with regular readers, **your social media content has to jump off the page.**

That's what 'Popcorn Content' is all about.



[Click here for the Amazon link](#)
ASIN: B007QH2BJ8

Your social media text needs to be front-loaded with the most powerful words and ideas.

It needs to hook readers quickly before they switch their attention to something else.

It needs to be timely, and bring fresh news with each post.

It needs to be intriguing so readers will click on to read more.

It has to be worth sharing.

It has to be easy to share.

In short, it's a whole different way of writing.

So what's with the 'popcorn' analogy?

Well, popcorn and social media have a lot in common.

Popcorn is social.

It's generally shared within groups, in cinemas, with the family sitting in front of TV, or with friends at a party.



It's about sharing within a group... just like social media.

**Popcorn is a snack
It's not a meal**

It's the same with social media.

Sharing someone's Facebook update doesn't mean you now have a relationship with them... you have just taken one small step towards socialising.

It's the snack before the meal. And it had better be a tasty snack.

Popcorn is fleeting

The bowl is full one minute and empty the next.

It's the same with social media.

Your latest tweet is there one minute, up front and central.

But it's below the fold a few minutes later.

This means you need to write a lot of popcorn content to retain reader interest. This takes time.

Using social media is like walking into a crowd of strangers with a bowl of popcorn.



By offering these small kernels of value you have the opportunity to introduce yourself to people and take the first step towards building a relationship.

To beat the competition – and it's fierce – you need to master the craft of writing compelling short-form content.

Read Nick's ebook.

"I love the ebook and I plan to buy a copy for everyone in my global marketing department."

Kerry Fehrenbach

Show and Tell

Adapted by Tutor **Jean Drew** from material by Shannon Donnelly

Showing and telling often confuses new writers.

Telling, to be effective, has to be important information. If you tell a reader 'he was average', this is not important.

Why? Because the author has not yet told the reader anything to make that character stand out. The reader doesn't have any vital information.

Tell the reader what they must know to see and understand your character.

There is a very good reason why Indiana Jones has that hat and bullwhip — those things tell the reader things about this character.

You want to figure out one main distinctive trait that sets your main character apart from all other characters in this world.

Does your character wear an eye patch, not because he's lost an eye but because it's easier to pick up women in bars with it?

Does he keep his hair cut in a Billy Ray Cyrus mullet (two decades after mullets went out of fashion) because that's how his favourite uncle wore his hair?

Does your heroine always wear red power suits with sensible heels because she read it's the colour of power, and she needs all the help she can get. Yet no way will she risk her ankles on high heels?

See how those telling details tell the reader something specific about each person — and it makes that character stand out in a crowd.

You want to tell important stuff — otherwise, you're just wasting words.

And you want to tell things the reader can visualise, or you'll leave the reader lost.

Think about it this way: what would you tell an actor who is going to portray your character?

Words to avoid: "typical" and "average". These are meaningless. After all, what's typical? What may be typical to someone in New York is not at all typical to someone in Houston.

So you need to go for what makes your characters stand out - and everyone has such things.

There's the woman who goes shopping in bunny slippers, or the man who only ever wears shorts.

We all have our little quirks — even if it's just wearing only coral lipstick, or some other small detail.

In writing, it's your job to come up with something that makes your character unique, a little description that intrigues the reader and makes the reader want to find out more.

Average and typical will not get you there — the devil's in the details here, so you want to find the right detail to help the reader start to get a handle on this character.

This is where you want to get into the habit of reading your work aloud and editing. Remember less is more.

If you get confused between another character's opinion and telling, this means you've muddled showing and telling.

One trap is having a 'laundry list' of features, because nothing will stand out. So, for a female character, take her hair and make **that** her most distinctive feature.

We can tell the reader through another's eyes with vivid description, which does not show how a character thinks of this woman.

"Lady Phoebe entered the room and the candlelight caught the fire in her hair, set ablaze the hints of red, and spun the long curls into pure gold. No other woman in England possessed such hair — morning sunlight danced on the tips, deep amber hues shone near her face, and that hair — those long, curling, swirling locks — fascinated men and tormented other women. But Lady Phoebe wore it tucked up and swept back, as if she could not be bothered with it."

Notice this is now all about her hair — how amazing it is. The details tell the reader a lot. We know it's striking, and that she doesn't seem to care.

Instead of a lot of detail, the reader has one feature that stands out and they can see the character vividly.

Q: What makes YOUR character stand out in a crowd?

Job Opportunities

[Features Writer](#), HotSpot Media Ltd, Birmingham, UK.
Source, pitch and write compelling features for national women's magazines and newspapers.
Full time. Closes 13 May.

[Data Journalist](#), Trinity Mirror Plc, Cardiff, UK.
Find and write multiple exclusive newlines from data, for regional and national titles. Full time.
Closes 7 May.

[Picture Editor](#), Newsquest Sussex Limited, Brighton, UK.
Commission, source and quality control both still and moving images. Full time. Closes 3 May.

[Product & Media Solutions Specialist](#), Fairfax Media, Sydney.
Maximise media campaign performance and represent Domain products. Full time. Closes 13 May.

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!**

[Managing Editor](#), Fairfax Media, Sydney.
Lead the POPSUGAR Australia editorial team to produce the best media in the women's lifestyle space. Full time. Closes 13 May.

[News Journalist](#), Techday.com, Auckland.
Write about cyber security news, enterprise software, and innovative tech used by small businesses.
Full time. Apply now.

[Online Content Editor](#), Bank of New Zealand, Auckland.
Optimise banking experiences for customers by upgrading a public website and mobile applications.
Full time. Closes 9 May.

[Site Manager](#), Magic Memories, Queenstown.
Lead a team and capture, publish and sell photos of guests at tourist attractions. Full time.
Closes 20 May.

How to get a job is an ebook you'll find at Amazon.com. This short \$5 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.

<http://tinyurl.com/pgvgiky>

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

CONTACTING NZIBS

Our toll free telephone number is **0800-801994**.

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

The Institute now has an overflow toll free number:

0508-428983.

(This is also the number you'll dial to connect on designated 'Chat To Your Tutor Days'.)

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

The office is usually ready for action 8am until 6pm, Monday to Friday.

There is an ANSWERPHONE service to take messages after hours.

The website is open 24/7. The SDB Student Discussion Board is always open and available.

Or you can email ...

registrar@nzibs.co.nz

principal@nzibs.co.nz

tutor@nzibs.co.nz

If you have some good news to share with everyone, use the SDB or registrar@nzibs.co.nz

We ALL love reading about students' new books, (see p2) competition wins, even small achievements.

Remember, you can look in all sections and post beyond the subject you're studying.

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

There are monthly competitions anyone can enter, too.

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.



Shakespeare left behind an enduring legacy

Grad's Club Report 1130

Permission granted to photocopy for educational purposes.
by **David Cameron**, British Prime Minister

The 400th anniversary of **William Shakespeare's** death is not merely a chance to commemorate one of the greatest playwrights of all time.



It is a time to celebrate the extraordinary ongoing influence of a man who - to borrow from his own description of Julius Caesar - "doth bestride the narrow world like a Colossus".

Shakespeare's legacy is without parallel: his works have been translated into 100 languages and studied by half the world's schoolchildren.

As one of his contemporaries, Ben Jonson, said,

"Shakespeare is not of an age, but for all time."

He lives today in our language, our culture and our society - and through his enduring influence on education.

"To thine own self
be true."

Shakespeare played a critical role in shaping modern English and helping to make it the world's best-known language.

The first major dictionary compiled by Samuel Johnson drew on Shakespeare more than any other writer.

Three thousand new words and phrases all first appeared in print in Shakespeare's plays.

"I remember from my own childhood how many of these words were found for the first time in Henry the Fifth.

Words like dishearten, divest, addiction, motionless, leapfrog - and phrases like 'once more unto the breach,' 'band of brothers' and 'heart of gold' - these have all passed into our language today with no need to reference their original context.

Shakespeare also pioneered innovative use of grammatical form and structure - including verse without rhymes, superlatives, and connecting two existing words to make new words, like 'bloodstained' - while the pre-eminence of his plays also did much to standardise English spelling and grammar.

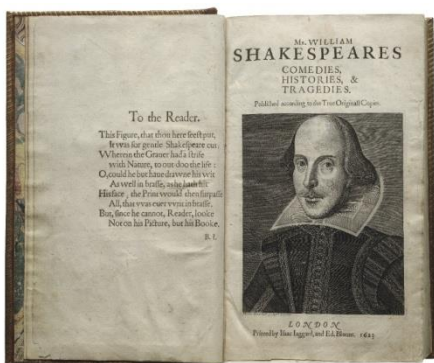
But Shakespeare's influence is felt far beyond our language. His words, his plots and his characters continue to inspire much of our culture and wider society.

While Nelson Mandela was a prisoner on Robben Island, he cherished a Shakespearean quote from Julius Caesar:

Cowards die many times
before their deaths; the
valiant never taste of
death but once.
– William Shakespeare

Kate Tempest's poem **'My Shakespeare'** captures the eternal presence of Shakespeare when she wrote *"Shakespeare is in every lover who ever stood alone beneath a window... every jealous whispered word and every ghost that will not rest."*

Shakespeare's influence is everywhere, from Dickens and Goethe to Tchaikovsky, Verdi and Brahms; from **West Side Story** to the Hamlet-inspired title of Agatha Christie's **The Mousetrap** – the longest-running theatre production in London's West End.



Shakespeare's original plays continue to entertain millions.

But one of the most exciting legacies of Shakespeare is his capacity to educate.

As we see from the outreach work of the Royal Shakespeare Company and Shakespeare's Globe, studying and performing Shakespeare can help improve literacy, confidence and wider educational attainment.

'Shakespeare Lives' is a global initiative to highlight his enduring influence and extend the use of Shakespeare as an educational resource around the world.

The programme will run in more than 70 countries.

You can share your favourite moment of Shakespeare on social media, watch never-before-seen performances on stage, film and online, visit exhibitions, take part in workshops and debates, and access new Shakespearean educational resources to get to grips with the English language.

The Royal Shakespeare Company will tour China; Shakespeare's Globe will perform across the world from Iraq to Denmark.

Young people will reimagine Shakespeare in Zimbabwe.

A social media campaign called 'Play your Part' (#PlayYourPart) will invite the next generation of creative talent to produce their own digital tribute to the bard.

In partnership with the British charity *Voluntary Services Overseas*, we will raise awareness of the huge challenge of global child illiteracy and use Shakespeare to increase educational opportunities for children around the world.

Beyond the great gift of language, the bringing to life of our history, his ongoing influence on our culture and his ability to educate, there is the immense power of Shakespeare to inspire.

From the most famous love story to the greatest tragedy; from the most powerful fantasy to the wittiest comedy; and from the most memorable speeches to his many legendary characters, in William Shakespeare we have one man, whose vast imagination, boundless creativity and instinct for humanity encompasses the whole of the human experience as no one has before, nor since.

So, however you choose to play your part, please join us in 2016 in this unique opportunity to celebrate the life and enduring legacy of this extraordinary man. ■

Job Opportunities

[Content Writer](#),

EROAD, Auckland

If you understand technology and love to write, this job is for you. Full time. Apply now.

[Coach](#),

Manawanui in Charge, Dunedin.

Guide and support people and their families/whanau to manage their government funding according to their individual and unique needs. Part time permanent position. Closes 12 May.

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!

[Journalist](#), Fairfax Media, Tenterfield, NSW.

Write and photograph today's news stories for the Northern Tablelands. Full time. Closes 11 May.

[Marketing Communications Manager](#), Lagardere Unlimited Oceania, Auckland.

Manage customer communications across all channels for sports events. Full time. Apply now.

[Marketing Coordinator](#), Deval, Christchurch.

Photograph high end fashion items and manage social media and website channels. Full time. Apply now.

[Office Guru](#), Kings Recruitment, Auckland.

Support the team that is New Zealand's leading television and motion picture equipment supplier. Full time. Apply now.

[Sports Marketer](#),

Insight Marketing, Auckland.

Create brand awareness for sporting and non-profit clients. Contract/temp. No closing date.

[Brand Manager](#),

Deadly Ponies, Auckland.

Plan and write ad campaigns for the fashion and luxury goods markets. Full time. Apply now.

Use Your ID and Win

Your **Student ID card** has many uses. Yes, it affirms you as a legitimate student, if anyone needs to know this.

Flash it at the cinema and ask "Student discount please". Don't get into an argument. Some people don't know how to apply a discount.

Case Study: Last week I needed to buy a new computer keyboard. I particularly like the WHITE KEYBOARD which is wireless, made by Logitech. Harvey Norman sells them at \$79.90.



That's close to what I paid four years ago. As I browsed the merchandise shelves I noticed some in-store signs:

"Keyboards 30% OFF"

I took my item to the counter.

"Good to see it is 30% off," I said.

Lesson 1.

You need to tell the salesperson you **EXPECT** a discount. Suggest it at the start, as it's much harder to get a discount once they have rung up a figure on their cash register.

"Sorry sir. That's a Logitech product, so it's only 20% off."

"Fair enough," I said. "And my STUDENT ID (which I then flashed) gives me another 10% off at Harvey Norman."

A slight hesitation, then:
"Yes sir. So it does."

So instead of \$79.90, my cost was \$55.93. I got my 30% discount **BECAUSE I ASKED FOR IT.**

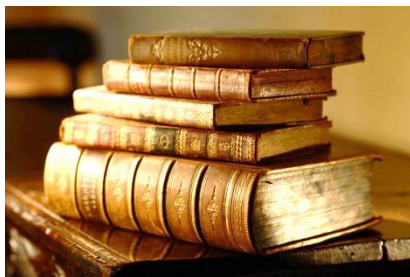
That is **Life Lesson 2.**
"ASK and ye shall receive."

Book Publishing Makes Sense

by **Brian Morris**

Twenty years ago if you wanted to learn something you'd go to the library or bookstore and pick up a book on the subject.

If there was new information on a topic it had to go through a long publication process - an average of 18 months!



By the time any information made its way through the publishing process and was able to be read, it was often already out of date.

In 2012, Amazon CEO **Jeff Bezos** announced Amazon's sales of digital books had surpassed their sales of physical paper books.

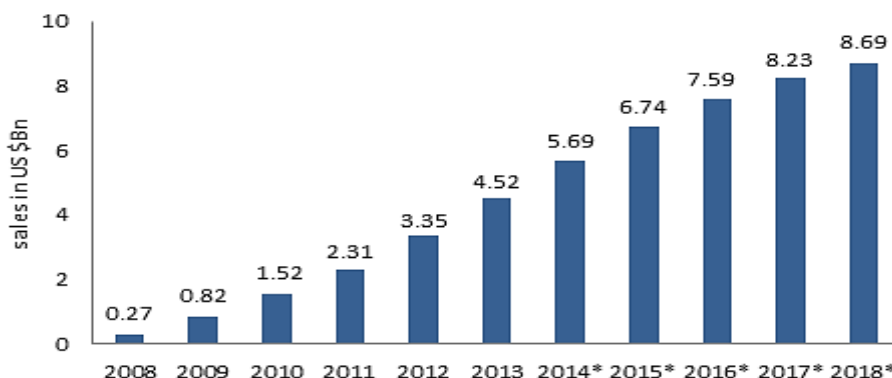


This statement demonstrates how fast the Internet is growing around the world.

In the last 10 years, the number of people using the Internet has grown by 600%. It's estimated there are more than three billion people now with access to the Internet. (SOURCE: WWW.STATISTA.COM)

Even better, studies have shown that over 62% of everyone on the Internet **primarily uses it to gain information.** And these numbers continue to grow.

eBook Sales in US



Today is very different.

We live in the 'Information Age' which means **the greatest industry in the world today is the information industry.**

Those with access to information and the ability to distribute it the fastest are the ones who are poised to be our next millionaires and billionaires.

The popularity of physical books is strong, but reducing. And the speed of this transition of information acquisition from physical books to online is growing faster than ever.

It's estimated that by 2020, there will be five billion people online.

In the United States, the market for ebooks alone was worth over US\$270 million in 2008.

By 2014, that figure had exploded to US\$5700,000,000. That is an average increase of over 250% growth per year!

At this rate, that number could grow to a scarcely believable US\$8700,000,000 by 2018.

You can see why I, and many others, suggest NOW is a perfect time to start your own digital publishing business. ◻

It's a strange English language we speak and write

*We'll begin with box, and the plural is boxes;
But the plural of ox should be oxen, not oxes.
Then one fowl is goose, but two are called geese,
Yet the plural of moose should never be meese.*

*You may find a lone mouse or a whole lot of mice,
But the plural of house is houses, not hice.
If the plural of man is always called men,
Then couldn't the plural of pan be called pen?*

*The cow in the plural may be called cows or kine,
But the plural of vow is called vows, never vine.
And I speak of a foot, and you show me your feet,
But if I give you a boot - would a pair be called beet?*

*If one is a tooth and a whole set are teeth,
Why shouldn't the plural of booth be called beeth?
If the singular is this and plural is these,
Why shouldn't the plural of kiss be named kese?*

*Then one may be that, and two may be those,
Yet the plural of hat would never be hose.
We speak of a brother, and also of brethren,
But although we say mother, we never say methren.*

*The masculine pronouns are he, his and him,
But imagine the feminine— she, shis, and shim!
So this verbiage called English I think you'll agree,
Is the trickiest language you ever did see.*

*I fairly assume you already know
About tough and bough and cough and dough?
Others may stumble, but surely not you
On cough, thorough, slough, and through?*

*Well done! And now you might wish, perhaps
To learn of some less familiar traps?
Beware of heard, such a slippery word,
That looks like a beard and sounds like a bird.*

*To be dead; said like bed, and surely not bead;
(Whatever you do, don't call it a deed!)
Watch out for meat and great and threat,
(They rhyme with suite and straight and debt).*

*A moth is not spoken like the moth in mother.
Nor both as in bother, and broth as in brother.
And here is not spoken as if you were there.
And dear and fear aren't like bear and pear.*

*And then there's a dose and a rose and to lose --
You might look them up—also goose and to choose.
Worse still, cork and work and card and ward,
And font and front and word and sword.*

*And do and go, then thwart and cart.
Come on, I've hardly made a start.
You say: "Dreadful language?" Why, man alive
I'd learned to speak it before I was five!*

Independence Day

Old men know what independence is.
They came through Burma, India, and China.
They slogged through muddy rice fields
and shot at tigers in the dark
They learned to live on packaged food
in moldy tents
while the natives worshiped cows.
They scraped the fantasies of their youth
from the blood splattered helmets of their friends
and dreamed of freedom from wet feet
and lazy summers at the beach,
of stretching out with loved ones
on a tattered throw in the village park,
and watching fireworks,
the kind that didn't jar you from your sleep
or leave you dead.

Old men know that independence
once meant walking without canes,
standing proud and tall, their women at their sides.
A job, a check, a home to raise their kids.
that's what I'm talking about, they say,
huddled over breakfast coffee at the local diner.
Pale gray faces spotted with age and
topped with wisps of silk white hair.
It ain't like it used to be.
Back then men were men.
You fell down and you got up again.
That's what independence means.
They smile and nod and push up from the table,
grab a walker, a cane, the arm of a friend
and head out to the park
to sit on folding metal chairs
on a ribbon-decked flat bed truck,
wearing their caps and ribbons and pins
and waving at kids with six-inch flags
who've never heard of Burma
or blood-soaked helmets
or foot rot.
And in that crowd, looking back at them,
the hollowed eyes of those
who once thought they knew
the secret of independence, too,
until a minefield in Vietnam, an ambush in Iraq,
a strafing in Korea left them clinging to
the brittle canes of their illusions,
begging for jobs and snatching at spare change,
sleeping on tattered throws in any park
and remembering their independence.

Susan Agatha Davis, Newport, Vermont

Are these business concepts relevant to YOU?

by **Siimon Reynolds**

of The Fortune Institute,
a business mentor to our Institute.

Reprinted for educational purposes



Siimon Reynolds

I want to tell you about one of the world's greatest executive business coaches, Bill Campbell, who died recently.

Bill coached some of the great leaders – men who drove Apple, Google and others - about how should they run their companies.

I want you to think about each of these points and ask yourself:
Is this relevant to my company?"

Concept 1

Bill would often say:

"It is really important to experiment all the time, but not at the expense of your core business."

He reckoned a lot of CEOs have not been experimenting enough. But some business leaders are risking the whole company on their experiments.

One classic example was Ron Johnson who took over JC Penny Stores and changed virtually everything. Two years later, the CEO was dismissed because most of his experiments didn't work. (Fortune www.tinyurl.com/jxqpnr)

Bill said you have to keep the existing business strong while you are regularly experimenting with new ways of doing things.

Concept 2

Another concept Bill Campbell was insistent upon was that the leader must stop any in-fighting in their company as soon as they discover it.

"Don't let it fester. Don't take the easy road and ignore it. If it's a major issue – if there are factions fighting inside your company – then bring them together. Put them in a room, give them a deadline and say 'You're not leaving until you sort it out'."

Concept 3

Another concept Bill kept in his clients' minds was this:

The CEO has to determine the company's values – and then live by them.

Too many CEOs just do the work of building a company but they don't address the core values of the organisation.

Yet that's the glue that keeps the company together during the hard times.

Bill said:

"Core values are very important; you've got to work on them and be in charge of maintaining them. Then you've got to live by them."

There's no point in just putting the framed sign up on the wall and not living the company's values.

"Unless you're the standard bearer of these values, nobody in the corporation is going to treat them seriously."

Concept 4

Another technique Bill promoted:
Maintain an excellent product as the most important part of your business.

He said:

"Look, you can do all the marketing in the world, but ultimately, if your product is not excellent, you're not going to have great success."

I disagree with Bill about that.

Yes, you need to have a good product but, in many categories outside technology, (which was the field Bill was coaching in), let's say food or cars or financial services etc, the most successful product is not always the best product.

It is the best marketed and the best distributed products that win.



Coach Bill Campbell

Concept 5

Finally, Bill Campbell said:

It is vital that you are straightforward with your team.

If you've got a problem with what they're doing, address it with them.

If they've got some issues, you want them to be straightforward with you.

Ask them about the problem/s they are having; get it out of them.

You need to know the key points of discord they are harbouring. Make sure you're straightforward with them and insist on them being straightforward with you.

When you're building your company you've got enough problems without having people not expressing how they feel about important issues.

I think a lot of these concepts are relevant for almost every company.

Ask yourself:

"Where am I falling short?"

or *"How do I want to improve?"*

or *"How could I take myself to an even higher level using the concepts of Bill Campbell?"*

We can all learn something from coach Bill Campbell. □

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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>

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Write content, organise information and manage complex tenders. Full training given.
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You'll be trained how to use professional film equipment. Cameras, sound, lighting. Great opportunity. Part time. Apply now.

[Print Centre Assistant](#),
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Manage digital printing, t-shirt & banner printing, photocopying, laminating, artwork editing. Full time negotiable. Apply now.

[Editorial Assistant](#),
Image Centre, Auckland
Write, source and prepare content for *New Zealand Weddings'* print and digital channels.
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If the closing date has passed, ask whether the position was filled. You could still be considered for it.

[Writer](#),
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A Simple Mistake

A short story example for students and graduates. You can learn a lot by analysing another writer's technique.

I'd first spotted her at the airport on the outward journey. She was ahead of me in the queue, waiting to check in her luggage. She had the same kind of suitcase too; a lightweight navy blue case, with wheels.

After noticing the case, I looked at its owner. We had a lot of similarities — age, build and similar colouring. The one obvious difference was this girl clearly had money, and I didn't.

Everything about the girl's appearance was expensive. Even at a distance I could have spotted that her clothes came from a fashionable designer.

Close to, I saw the famous logos embroidered discreetly on the pockets.

Her skin was smooth, polished, healthy, evenly tanned.

My own patchy bronze had been applied from a bottle to conceal my unhealthy putty colour — skin which practically never saw the sun.

When you work full time, it seems as if heat waves invariably come on days when you're stuck indoors. That was why, in a despairing moment, I had booked a holiday in Tunisia. Sunshine seemed desperately important.

But now the departure date had finally come, I wasn't so sure.

I couldn't really afford a holiday, not even a package, and having paid for it, I certainly couldn't afford glamorous holiday clothes to wear on it.

The girl, with the suitcase like mine seemed to be on her own. But not for long. The man in the queue behind her was hastening to help lift her case onto the conveyor. Men always flock round those rich, stylish girls, leaving shabby ones like me standing in the background.

And yet she wasn't superior to me in looks.

If only I could wear clothes like hers, I thought, feeling hot and sticky in my unsuitable jeans, maybe I'd get attention too.

Chance would be a fine thing...

I saw her at intervals through the holiday, usually with a besotted male trotting at her side. I wasn't enjoying my holiday. I felt self-conscious at the hotel pool, in which my fake tan showed a tendency to go streaky.

None of my clothes were 'right', and I hadn't made friends among the other guests. The available young men chased after the rich girl.

It was a relief when the 10 days were up. There was, predictably, a delay on the flight home. I was in a thoroughly ragged, mutinous state by the time we finally landed at Gatwick.

I stood by the baggage carousel, waiting for my case to emerge.

"It hardly seems worth waiting for that load of jumble," I muttered, sourly. "I'd throw the whole lot away, if I could afford to replace it."

The rich girl was there too, of course, chatting with a group of men, not bothering to watch for her case. I saw it come up along the conveyor belt from the depths where they unload the planes.

I could tell it was her case because it had no label, whereas I'd tied an airline label to mine before the outward flight.

"Typical," I told myself. "Her's comes first, and I have to stand around and wait for mine..."

And then I had a mental vision of all those smart expensive clothes I'd seen her wear during the holiday. They'd fit me. They'd suit me. She could afford to lose them; she could always buy more.

If I walked away with her case and she noticed, I had only to say it was a simple mistake.

My case was identical after all — though I didn't really understand why, with her posh clothes and

obvious money, she hadn't got herself more exclusive luggage.

I reached for the handle.

I swung it from the carousel. Out of the corner of my eye, I saw the girl, back still turned, oblivious. "Steady," I told myself.

I walked towards the customs desk, breathing carefully, though my stomach was churning. At last the girl turned, leisurely, towards the carousel and I saw her lean forward and lift my suitcase to the floor.

She bent over it, frowning. Her gaze raked across the crowded lounge. I sensed, rather than saw, that I had been spotted, and I increased my pace. As I reached the customs desk, she was only five metres behind.

I had almost passed the 'Nothing to Declare' area when I saw the girl check her stride, and then for some reason, change direction and walk through another of the 'Nothing to Declare' barricades, my case trailing behind her.



Had she assumed she must have been mistaken? Anyway, she had gone; I had the case.

I drew a long breath of relief. It was then that a man in uniform stepped from behind the counter and touched my shoulder.

I sighed. Another helping of my usual 'luck'.

Why am I always the person who has to face a random check?

"Will you come this way, miss?"

Inside the interview room they asked me politely to open my suitcase.

That was no problem. It was only one of a cheap chainstore suitcases and my keys fitted smoothly. I swung back the lid, curious to see what I had come by. But instead of her expensive clothes, there were rows of small plastic bags containing some kind of white powder.

"Well, well, well" said the official.

□