

## Jobs / Events / Competitions

August 2017



## Congratulations Nikki Crutchley

### NZIBS Graduate - Creative Writing, Proofreading & Editing

Nikki has successfully published a book 'Nothing Bad Happens Here', a crime/thriller set on the Coromandel Coast of New Zealand.



### **Book Summary**

She looked away from his face and took in the clear spring night, full of stars. Her last thoughts were of her mother. Would she finally care, when one day they found her body, and a policeman came knocking at her door?

The body of missing tourist Bethany Haliwell is found in the small Coromandel town of Castle Bay, where nothing bad ever happens. News crews and journalists from all over the country descend on the small seaside town as old secrets are dragged up and gossip is taken as gospel.

Among them is Miller Hatcher, a journalist battling her own demons, who arrives intent on gaining a promotion by covering the grisly murder.

Following an anonymous tip, Miller begins to unravel the mystery of the small town. And when another woman goes missing, Miller finds herself getting closer to the truth. But at what cost?

### Nikki's Story

After graduating Waikato
University, I travelled to the UK
with my partner (now husband),
Simon. I worked at Oxford
University Press for two years while

we travelled on and off around the UK and Europe. On coming home, I completed a Diploma in Library and Information Studies with the Open Polytech and worked at the Waikato District Health Board Library. We decided we weren't quite ready to settle down and returned to the UK for another 18 months to work and get the travel bug out of our systems!



On returning home at the end of 2005 I secured a job as the Acquisitions Librarian at Waikato University. I happily did this job for almost five years (while also taking maternity leave twice). Having two young children who were spending quite a few hours a week in day care I dreamed of having a job where I could work from home. In 2011 I began the diploma in publishing, editing and proofreading. I had always done a bit of writing and anything to do with the English language always came naturally to me.

I did the course while working 30 hours a week and having two children under four. It was a busy time but I thoroughly enjoyed the course, and learning and doing something I loved and was passionate about made the journey easier.

NZIBS and the way their courses are developed are very supportive. I found the NZIBS student forum very helpful (and five-plus years on, still do). My tutor Dick Ward was always easy to contact if I had any questions. I graduated in April 2012, and with my diploma and

some very helpful tutorials towards the end, I set up my own freelance proofreading and copy editing business Crucial Corrections which is still going strong today.

Fast forward a few years, in 2015 I started the Creative Writing course. I had the idea for a book - a crime/thriller - but felt I definitely needed some guidance with regard to writing and everything that goes with it. My tutor Tina Shaw was amazing, her critique of my writing was always helpful and I came away from each tutorial with a little more knowledge of the craft. Tina assessed part of my novel, and in doing so gently pushed me in the right direction, or put me back on track if I'd wandered off! Again the forum has been such a good way to share ideas with my fellow writers and I feel I know a lot of them just by our communication through the forum.

I have been working on my book Nothing Bad Happens Here for almost three years. After getting the manuscript assessed, edited and proofread (by two NZIBS graduates Carolyn McKenzie and Kathy Swailes) and getting a few rejection letters from NZ publishers (ouch!) I decided to publish the book myself. I had got enough positive feedback that I felt confident in doing this. And, as anyone who has self-published knows, you really have to back yourself. You're the one who's promoting the book and you need the confidence to sing the book's praises (hard to do at times!). With regard to this I've had many 'up' and 'down' days. It's a real emotional roller coaster publishing your own work but I can say I feel very proud of myself, and the dream of becoming a published writer, one I've had ever since I was little, has finally come true.

Nothing Bad Happens Here is available from selected Paper Plus stores in the Waikato and BOP, from <a href="https://www.nikkicrutchley.com">www.nikkicrutchley.com</a> and as an ebook from Amazon and Kobo.

# Ten fulfilling reasons to be a Life Coach

from Grad's Club News #1052. Reproduced for educational purposes.

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

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

# 1: It's a satisfying career choice.

The life coaching profession has become a credible and mainstream occupation. The numbers of coaches, coaching businesses, and training courses for coaches seem to almost double each year. People are finding that coaches DO help, and if you're a good coach, you're in demand. You'll work with clients who want to get more out of life and work. And they want your guidance to get there. This is very rewarding.

# 2. You can live and work anywhere.

Life coaches can work out of their homes – a familiar and comfortable environment. There's no rush hour traffic, or the mad scramble for a bus in the rain. You'll coach by telephone, webinar, or skype. Your location becomes irrelevant.

Do you want to live 'on the move', traveling the world? Once your practice is established, a satisfying income can be had from only 25-30 hours a week.

#### 3. You can earn while you learn.

You could begin coaching in a small way while training, while you're still earning in your current work. Your lifetime of skills learned at the 'university of hard knocks' will serve you well. Over time, you'll become a master at your new profession of life coaching by 'doing' it.

### 4. Great Income Potential

Coaches in private practice can make a solid living and more if you keep up with your own professional development and offer relevant and useful coaching.

Coaching clients can get results from 30 minutes a week – meaning a high effective hourly rate for you.

# 5. You'll get a supportive network.

These days everyone networks through professional groups, and your success depends to an extent on how well you do this.

You need to know and be known by a wide range of people.

In addition, life coaches are generally very willing to help each other, because when they do everyone wins.

## 6. It's a career you can begin

While becoming a top coach requires the same several years of dedication that all professionals need, you can start quickly.

Part time study allows you to complete an initial diploma in just a few months. Your training will also cover how to set up in business as a life coach.

You need to know how much to charge as your fee, and how to market yourself. Business skills are important skills to master.

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

Teachers always learn as much or more, than their students.

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

### 8. Really make a difference.

A career which focuses on helping people to do enhancing and positive things for themselves is where you'll experience the satisfaction of making a difference.

Coaches help others improve their quality of life, to set, stretch for and achieve their goals. Many of our life coaching students want to be significant people who make a difference in the world. Being a life coach is a good way to do it.

### 9. You'll be continually uplifted.

Life coaches get to meet and have meaningful relationships with a broad range of interesting and goal orientated individuals. Successful coaching enlivens the soul; it can bring joy, an emotion too often absent from our busy lives. Both coach and client benefit from this creative exchange of positive energy.

# 10. Start with coaching, and end up wherever you like...

Begin as a life coach; extend yourself in professional and personal development, and you can go on to become an author, speaker, even be internationally known in your field of expertise.

Life coaches have their own business, decide their own hours, and choose their own clients, and income.

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

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

So ask yourself: What would be the benefits for me if I became a life coach?  $\Box$ 

### **Free Special Reports**

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

### Here are just a few examples:

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

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

# Katherine Swailes: Jack of all Trades, Master of None ... truly?

NZIBS graduate, Proofreading and Editing



Katherine
(also known
as Kathy)
has had a
highly
varied
career
spanning
the last 37
years, often
changing

industries as a matter or circumstances, but she is now more determined than ever to dictate her own career path and become a 'master' in the art of editing and proofreading. Having completed her last assignment mid-May 2017 and thus graduating 'with excellence' in June, she was fortunate enough to secure her first commercial job only a couple of months later.

Kathy originally wanted to work as a research pharmacologist. She read Biochemistry and Pharmacology at BSc level and followed that up as a research associate at University College, London University, where she also attained her PhD. Along the way she worked in a variety of laboratories, both commercial and academic, but although her love of the research was as strong as ever, an array of allergic responses sent her into the desk-bound side of the industry. Trying to find some work that interested her sufficiently to make a career of it, she dabbled for years in a variety of pharmaceutical industry roles from data management, to market research - both quantitative and qualitative, and even ventured into business-to-business marketing for several years. Each time gaining some of the preliminary qualifications, before realising that the nature of the work did not appeal. She often laughs at herself, saying that it's the study she enjoys more than the actual work!

Eventually, Kathy realised that she was not cut out to work in large, commercial companies and just as she was looking to move on, her job became redundant due to (another) company restructure. Instead of feeling defeated, Kathy used her redundancy pay to reinvent herself. At the age of 40, she stepped out of her (scientific) comfort zone and instead qualified as a Personal Fitness Trainer, Nutritional Adviser and Sport's Therapist. Her husband and she took the opportunity at that time to emigrate from the UK, and based on an entrepreneurial visa they arrived in New Zealand to set up a gym, before the massive proliferation of gyms occurred. Whilst Kathy loved Personal Training, and thought of the gym as 'her baby' having constructed the business from scratch and developing the business over five years, the nature of the business meant she was often putting in 16hour days and 80-hour weeks. The opportunity came to sell the business, so she did, with very mixed feelings. Kathy carried on Personal Training, working independently, but based at another gym, until she decided that perhaps the job was better suited to someone younger. As her age increased, so did her injuries. It was time to move on.

Finding herself once again, looking all around at what she could do professionally, Kathy saw an advertisement from NZIBS for Proofreading and Editing. This was something that intrigued her and that she could work at in a freelance capacity; and that she could do into her retirement. Careful research around both location based and online courses, here and in the UK, assured her that the course offered by NZIBS compared favourably with others, and followed a format that appealed to her.

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## Katherine Swailes: Jack of all Trades, Master of None ... truly?

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Based in Christchurch, the alternative courses that she could physically attend were not focussed on proofreading and editing, but rather limited to being parts of Bachelor degrees in either media studies or journalismneither of which were of interest. As far as online courses were concerned, the two main contenders were The Learning Cloud, based in New Zealand and courses provided by the Society for Editing and Proofreading (SfEP) in the UK. Both of those were slightly more expensive, but Kathy's choice was primarily made in favour of NZIBS because the two alternative online courses were modular, with no guarantee that you would have the same tutor for each course. She felt that although one could 'pick and mix' the courses, she would not have the opportunity to build a rapport with her tutor, and the temptation to veer off course or in the wrong direction entirely was too strong. The NZIBS course set out the twelve chapters at the beginning so you knew where you were heading, and provided a strong structure for developing your knowledge. Kathy's concern with the other online courses is that she might end up with certificates in 'this and that' without a whole qualification to her name.

Fortunately for Kathy, she found the studying relatively easy as she was not pressured for time (having stopped work six months earlier) and only had herself and her husband to take care of. This meant she had the time to follow all the little side-tracks for researching beyond the actual lesson plans, both on the internet and down at the library. Whenever she became a little side-tracked her tutor would soon put her right, with helpful comments and corrections on her assignments, and a very helpful one-to-one

telephone conversation when it was required.

Kathy found that using the student forum was interesting and helpful; as suggested when signing up with NZIBS, she read and participated in all the forums, not just the one set up for the Proofreaders and Editors. One of the aspects of reading other students' forums that really helped, was finding that some of the Fiction students were brave enough to offer the Proofreading students the opportunity to exercise their skills on the manuscripts the Fiction writers created during their own course. Kathy grabbed the offers on two occasions. First for Nikki Crutchley, who had previously also undertaken the Proofreading and Editing course, and who now, as a Fiction student had written an exciting murder-mystery in a sleepy, coastal community on the North Island, and subsequently for Robyn Welsh who was showcased in the July 2017 newsletter, who wrote and published a delightful story based in a farming community of South Canterbury. Both students wrote flattering testimonials for Kathy which she subsequently used in her marketing after her graduation.

One year after starting her course, she is now a graduate, having loved every minute of the course and still very enthusiastic about her future career. Although Kathy has found that like so many others, getting started as a freelancer is hard, the testimonials and the friendly support from those fellow students have definitely helped her. She has just won her first paying contract within a couple of months of graduating and was so excited, she shared her good fortune on the students', and graduates', forum.

One student on the forum recently

asked her what type of marketing had she done to win the commercial contract. Her response was a list of many activities, but primarily they fell into four types of marketing:

 Online marketing: website (www.writeorwrong.co.nz); Facebook page ('Write or Wrong? - editing and proofreading'; and freelance listing sites (Writer's Boon and Upworks).



- · Online networking and continual learning from other editors: LinkedIn profile update and joining of editorial groups; SfEP, joined and active participant in their forum – including keeping up with their MarketPlace (a forum where other member editors offload work they no longer have capacity for); and she's just started a Twitter account (@KathvSwailes): and Facebook groups for writers and editors.
- Direct marketing: identifying publishers and other potential clients and writing emails 'on spec' with her updated résumé attached.
- Indirect marketing 'splatter' effect: where she made up business cards and A6 flyers and passed them on to friends, businesses that she walked in on, and anyone or anywhere she could find to post and/or leave them with.

Happily ever after? Whilst carrying out the work on her first contract, she confided in her husband that she had never enjoyed 'working' as much as when carrying out this first project as a proofreader and copy editor. Long may it last!

## There are risks everyone needs to take sometimes

from the blog of Jeff Haden Graduates Club News #1092 Reproduced for educational purposes.

What is the one thing most of us already have enough of?

### Regrets.

Worse, someday most of us will look back and think, "What if I had only done that ... or said that ... or actually tried that?"

As Mark Twain is supposed to have said, "Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did do."

You can always recover, learn, and build from mistakes, but when you do nothing, that automatically means there is nothing to improve or salvage or discover. And all you're left with is, "What if?"

## Here are five smart risks you should take before you die

I feel certain you'll be glad - if not now then definitely someday - that you did.

# 1. Hire or promote a person you "shouldn't" hire or promote.

I took an informal poll of a number of entrepreneur friends. Each said at least one of their most remarkable employees was a person they took a chance on someone who didn't have the "right" qualifications, or didn't have the "right" background, or was too young, inexperienced or too new to the industry.

So why did they take a risk on hiring or promoting that person?

They had a hunch. They spotted an intangible quality. They loved the person's attitude, enthusiasm, intelligence or work ethic.

As one CEO told me, "When you hire a person that ticks all the boxes you usually get those things. But you rarely get more.

Sometimes the risky choice turns out to be the best choice because that person brings qualities you didn't even know you needed."

Give an unusual candidate a chance. You might get a lot more than you ever hoped... but you'll never know if you don't take that risk.

# 2. Apologize for a huge mistake vou made.

We've all screwed up. There are things we need to apologize for: Words. Actions. Omissions. Failing to step up or step in or simply be supportive. Those things happen all the time. We own up and say we're sorry.



But sometimes we've done something so bad, so egregious, so "something" that we don't say we're sorry.

We're too embarrassed. Too ashamed. Too mortified. So we run away from the situation, often for years.

We wish it would go away. But it doesn't. And whenever we think about it, we feel a little worse about ourselves.

The only way out is to front up and say you're sorry. It may suck. It will suck. You may get yelled at. You may be humiliated.

But you'll also feel good that you finally stepped up. And you also may repair a friendship or relationship you thought was beyond recovery... but you'll never know if you don't take that risk.

### 3. Face one of your worst fears.

One of my clients is an outstanding standup comedian. Audiences love him. He's crazy good. Yet he still has panic attacks before he walks onstage. He knows he'll melt down, sweat through his shirt, feel sick to his stomach, and all the rest of it.

It's just the way he is.

So just before he goes onstage, he takes a quick shower, puts on fresh clothes, drinks a bottle of water, jumps up and down and does a little shadowboxing, and out he goes.

He's still scared. He knows he'll always be scared. He accepts it as part of the process. Pre-show fear is inevitable. It's going to happen.

He's not alone. Anyone hoping to achieve great things gets nervous.

Productive people aren't braver than others; they just find the strength to keep moving forward. They realize fear is paralyzing, while action creates confidence and self-assurance.

Pick something you'd love to do but are scared to do. Don't try to get over your fear. Accept that you will be afraid. And then go do it anyway.

I'll bet it won't be as bad as you imagined; in fact, you'll probably realize you were simply scared of the unknown. But you'll never know if you don't take that risk.

# 4. Do a thing you dream of doing that others disdain or ridicule.

Bonnie Ware worked in palliative care, spending time with patients who had only a few months to live. Their most common regret was, "I wish I'd had the courage to live a life true to myself, not the life others expected of me."

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# There are risks everyone needs to take sometimes

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What other people think – especially people you don't even know – doesn't matter.

# What others want you to *do* doesn't matter either

Maybe you'd like to start a business, yet everyone says you'd be crazy to try.

Maybe you'd like to learn to code, but everyone says an old dog can't learn new professional tricks.

Whatever it is you've wanted to do but have hesitated because of what other people will think or say, take a chance and do it.

Hear the criticism, take the potshots, endure the laughter or derision or even hostility, and keep measuring yourself by your efforts and your standards.

You may achieve what you want to achieve, or even more... but you'll never know if you don't take that risk.

# 5. Go above and beyond for one person you don't know... simply because you can.

No matter what you feel you don't have, there are millions of people who have less than you.

One of them just needs a kind word. Or a little advice. Or a little support.

The next time someone asks you for assistance, take a chance and go a step further.

Say, "I can help you with that, but what can I do that would really make a difference? What can I do that would really help you out?"

Do that and you may change another person's life... but you'll never know if you don't take that risk.

# Where's Your Written Plan for Getting Your Writing Done?

by Shaunna Privratsky From Grad's Club News #1016. Reproduced for educational purposes. (abridged)

### **Finding Time**

Writing is a career, but it is also a way of life. To be successful, we have to incorporate writing into our daily schedule, instead of always waiting for the perfect moment.



If you think you are too busy to write, make a list of everything you do in a day. If you are at work from 8am to 5pm, maybe you could write during your lunch break. Stay at home parents can sneak in some writing when the kids are napping.

Take control of your life by creating a yearly plan for your writing career. If finding time is a struggle, check your schedule and look for snippets of time you could use for writing. Get up one hour earlier than usual. Go to bed an hour later. Think of activities (like TV) which you could eliminate.

### Stop making excuses Just begin your work

Every novel starts with the first sentence. Even if you can only write for 30 minutes a day, make it your goal to do it every day. Gradually, you will extend those 30 minutes to an hour. There is never going to be a better time than right now, starting today.

Start writing the novel you've been dreaming about. Decide on one article idea and start researching the topic; start writing a draft. Just begin.

I had to sneak writing into my busy life. I take care of my disabled husband and two active teenagers. Household chores take up a chunk of time. Most days I have to consciously decide to sit down at my computer and write.

I used to push myself to churn out tons of articles, stories, essays and poems. I don't regret my drive, but now I am enjoying a more focused pace. It is not about writing more, but about writing better. I don't spin my wheels anymore. Now my goals concentrate on writing and submitting something to editors and publishers every week.

### **Setting Goals**

Step 1: Decide on a realistic goal for your writing. Don't check email until your writing is done.



Step 2: Set mini-goals which get you closer to your prize. Aim to write 500 words at each sitting.

Step 3: Set a monetary income goal. Choose an actual \$ figure for each quarter year.

Step 4: Write down how you'll reach your target. List the markets you're writing for. Set monthly writing achievement goals. Make them realistic..

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### Where's Your Written Plan for Getting Your Writing Done?

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Some writers may say money is not important. I disagree. Your plumber is not going to say, "You don't need to pay me. I just do this for fun."



Use earned income as a measure of your writing progress. (You can always give money away to charity.) Using money earned as a guide, you can see how far you have come in your writing career. It also prods you to seek higher paying assignments or markets you haven't yet reached.

Continue to spruce up your writing. Look for extra courses.

No matter what genre you write in, you can always learn more and become better.

# The business end of your writing needs organising

This is important, if writing is your business. Track submissions, payments, publications and tax payments. Create a system that works for you.

I use a simple system of file folders, online cloud systems and memory sticks. When I write each new article, I record the word count, the date I wrote it, and where it is saved. After letting it rest for a day, I go back and revise it.

Every time I submit an article, I write the place I sent it to, plus information like payment, response times, the editor's name. I also keep the same information in a Master Record. That way, I have a record of where the article has been. When I receive an acceptance or a rejection, I mark it in my master record.

Another way to organise is to group types of writing into folders. If you write in various genres or subjects, this is an easy way to keep track of your submissions. Remember to always back up your work.

### **Making a Plan**

It's great to make goals, but to accomplish them you need a plan to reach them. Once you've decided on your main goal, write it down. Make it as specific as possible.



Just saying you want to write a book some day is too vague. Planning to have a book manuscript completed, revised and submitted to a publisher by December 31st is a specific goal.

# Break targets into monthly or weekly goals

To finish a book in a year, how many chapters or pages will you have to write each week?

Set a timetable that works for you, and fits into your life schedule. The more realistic you make your plan, the easier it will be to accomplish each step along the way.



Plans are great, but sometimes things happen to throw them off track. List some of the distractions that might derail your plan (and how to overcome them).

If you've made goals and plans in the past and they didn't eventuate, look for the specific reasons. Maybe you didn't see quick results and you gave up.

Perhaps your goal was too big and too hard. Or the steps weren't broken into mini-steps.

Figure out ways to revise your new plan – because inflexible plans fail. If you prepare ahead of time for setbacks, difficulties, time delays etc you can be flexible and still accomplish your goals. Now when the computer breaks, or the family is sick, you'll be ready with Plan B.

# Reward yourself for achieving the mini steps

Have a night out at your favourite restaurant. Celebrate when one of your stories or articles is accepted. Pat yourself on the back. Tell your achievement on the Student Forum. Share your good news with friends and family. A little good news is an excellent motivator for weeks or even months thereafter.

Getting moral support for your goals is another important tool in creating a workable plan. Make use of a writing buddy, an online writers chat room, or a local writer's club. These will help you stay connected to other writers —who can cheer you up when you get a rejection, celebrate when your book proposal is accepted or offer helpful critiques when you're working on your current tasks.

Writing is a privilege, a joy and a way to connect with others. It can also be a fulfilling and financially rewarding career. Meld the two together into a plan, and you'll have your most successful year yet.



**I am honoured** to be with you today at your commencement (graduation) from one of the finest universities in the world.

I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

## The first story is about connecting the dots.

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out? It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife.

Except, they decided at the last minute that they really wanted a girl. My parents were on a waiting list, and got a call in the middle of the night: "We have an unexpected baby boy; do you want him?"

"Of course" they said. My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school.

She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out.

And there I was spending all of the money my parents had saved during their entire life.

# Steve Jobs:

### **His Commencement Address to Stanford**

From Grad's Club News #741 Reproduced for educational purposes

So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made.

The minute I dropped out I could stop taking the required classes that didn't interest me, and begin doing the ones that looked interesting. It wasn't all romantic.

I didn't have a dorm room, so I slept on the floor in friends' rooms.

I returned coke bottles for the 5¢ deposit to buy food. I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple.

I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on.

Let me give you one example: Reed College at that time offered perhaps the best calligraphy instruction in the country.

Throughout the campus, every poster, every label on every drawer, was in beautiful calligraphy. Because I had dropped out and didn't have to take normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and san serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great.

It was beautiful, historical, artistically subtle in a way that science can't capture and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography.

If I hadn't taken that calligraphy course, the Mac wouldn't have had multiple typefaces or proportionally spaced fonts.

And since Windows just copied the Mac, it's likely that no personal computer would have them.

Of course it was impossible to connect the dots looking forward when I was in college.

But it was very clear looking back ten years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards.

# My second story is about love and loss.

I was lucky. I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20.

We worked hard and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4000 employees.

We had released our finest creation - the MACINTOSH - a year earlier, and I had just turned 30. Then I got fired.

How can you get fired from a company you started?

Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well.

But then our visions of the future began to diverge and eventually we had a falling out.

When we did, our board of directors sided with him. So at 30, I was out. And very publicly out.

What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down - that I had dropped the baton as it was being passed to me.

I met with David Packard and Bob Noyce and tried to apologise for screwing up so badly.

I was a very public failure and I even thought about running away from the valley.

But something slowly began to dawn on me – I still loved what I did. The turn of events at Apple had not changed that one bit.

I had been rejected, but I was still in love.

So I decided to start again.

Continued on Page 10

I didn't see it then, but as it turned out, getting fired was the best thing that ever happened to me.

The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and I fell in love with an amazing woman who became my wife.

Pixar went on to create the world's first computer animated feature film, Toy Story, and is now the most successful animation studio in the world.

In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple.

It was awful tasting medicine, but I guess the patient needed it.

Sometimes life hits you in the head with a brick. Message: don't lose your faith. I'm convinced that the only thing which kept me going was that I loved what I did.

# You've got to find out what you love

And that is as true for your work as it is for your lovers.

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.

If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.

And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it.

### My third story is about death.

When I was 17, I read a quote that went something like:

"Live each day as if it were your last, as someday you'll be right."

Since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?"

Whenever the answer has been "No" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life.

Almost everything – all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important.

Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumour on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months.

My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die.

It means to try to tell your kids everything you thought you'd have the next 10 years to tell them, in just a few months.

It means to make sure everything is buttoned up so it will be as easy as possible for your family.

It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy where they stuck an endoscope down my throat, through my stomach and into my intestines.

They put a needle into my pancreas and got a few cells from the tumour.

I was sedated but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying (with joy) because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades.

Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept:

No one wants to die.

Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it.

And that is as it should be, because death is very likely the single best invention of life.

Death is life's change agent. It clears out the old to make way

for the new.

Right now the new is you, but

some day, not too long from now, you will gradually become the old and you'll be cleared away.

Sorry to be so dramatic, but it is quite true.

### Your time is limited

Don't waste it living someone else's life. Don't be trapped by dogma, which is living with the results of other people's thinking. Don't let the noise of other people's opinions drown out your own inner voice.

And most importantly, have the courage to follow your heart and your own intuition. Somehow they already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication: The Whole Earth Catalog, one of the bibles of my generation. It was created by a fellow called Stewart Brand, not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and polaroid cameras. It was sort of like Google in paperback form, 35 years before Google. It was idealistic and overflowing with neat tools and great notions.

Stewart and his team put out several issues of The Whole Earth Catalog and then, when it had run its course, they put out a final issue. That was in the mid-1970s, when I was your age.

On the back cover of their final issue was a photograph of a country road in early morning, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off.

Stay Hungry. Stay Foolish.

I have always wished that for myself.

And now, as you graduate to begin anew, I wish that for you.

### **Graduates Club**



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

- # Access to your former tutor and staff for Q&A. Ask questions through email, phone, Skype etc.
- # Monthly newsletters.
- # Access to Student Forum, 24/7/365.
- # Annual renewal of PRESS PASS where applicable.
- # Annual renewal of ID CARD.
- # Access to graduates and students who will proofread your manuscripts, without a \$ fee.
- # Access to a tutor for manuscript appraisal, for a fee. # Assistance with finding placements for articles, photos, book manuscripts.

### All that for \$100 membership.

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



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## Elementary, Watson?

From Futility Closet

In December 2013 a U.S. District Court decided that copyright in the fictional characters Sherlock Holmes and Dr. Watson had expired, but only for the characters as they're depicted in the earlier novels by Arthur Conan Doyle.

Aspects of the characters that are mentioned only in the later novels — such as Dr. Watson's athletic background, first described in a 1924 short story — are considered new "increments of expression" of those characters, and remain protected.

That all makes eminent sense for writers and lawyers, but what about poor Dr. Watson, anxiously stirring the fire at 221B Baker Street? Does he have an athletic background or doesn't he?

The copyright law seems to apply to a version of him that does, and not to one that doesn't. Should we say there are two Dr. Watsons? That doesn't seem right.

Worse, "If an author now wants to write a new Holmes novel, but is prohibited from mentioning almost everything pertaining to Professor Moriarty (who only rose to prominence in the later work Valley of Fear), how can we say that he is still writing about the 'the same' Holmes, given how much his character was formed through the interaction with his nemesis?" ask legal scholars Burkhard Schafer and Jane Cornwell.

"Does this not render any new Holmes necessarily 'incomplete,' that is lacking character traits and memories Holmes is 'known to' possess, according to the canonical work?"

Even the "public domain" Holmes seems to multiply in this light. We learn that Holmes has an older brother, Mycroft, in "The Adventure of the Greek Interpreter," published in 1893. But if Mycroft is older than Sherlock, then surely he's been Sherlock's brother ever since Sherlock's birth in 1854. Does the early Sherlock (in, say, A Study in Scarlet) have a brother?

(Burkhard Schafer and Jane Cornwell, "Law's Fictions, Legal Fictions and Copyright Law," in Maksymilian Del Mar and William Twining, eds., Legal Fictions in Theory and Practice, 2015.)

### **Job Opportunities**

All these vacancies were first listed in the Notices Forum when we discovered them.

Reporter, Manawatu-Wanganui. Creating and delivering well-written content to audiences across our digital and print platforms. Full time. 3 September.

Editor, Style Magazine, Christchurch. With proven writing and editorial ability, the editor must be competent with subbing and proofreading. Part time. Apply now.

### Translation Proofreading,

Auckland CBD. A script translated into seven languages needs some students to proofread the translations to ensure that they are correct. One-off. Apply now.

### Student Photographer,

Auckland. A Student Photographer to photograph our Floral, Giftware and Christmas Product Ranges for 2018. Part time. 20 November.

If you see a vacancy that appeals, with an APPLY BY date which has passed . . . Apply anyway.

Contact the company and ask "Did this position get filled? I've just discovered it and I think I'd be ideal."

If you ARE the ideal candidate, they will be pleased you did.

<u>Video Editor</u>, Auckland Central. Proficient in Premiere Pro and editing world-class interviews and videos. Full time. Apply now.

### Deputy Editor,

Auckland. Experienced in generating stories, writing features, commissioning and editing copy and photo shoots. Full time. Apply now.

Reporter, The Star, Dunedin. A graduate to mid-grade journalist able to write timely and accurate stories. Full time. 23 August.

Homepage Editor, Radio New Zealnd, Wellington. A homepage editor to give all the different stories a chance to reach a bigger audience. Full time. 29 August.

## You're not the Boss of Me

**Author Peter Wood** 

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im looked up from filling his tank and saw a middle-aged man. And his mobile phone rang. Damn, it was his secretary again. "Yes, Sylvia... The meeting's at three." He sighed. "Can't you do anything yourself? ... No, you can't leave early to get your son... No, we're not settling. They don't get to call the shots." He hung up. "What?" he asked the stranger.

The man smiled behind mirrored sunglasses, the fancy kind actors wore. His tag said Walter. "It's customer appreciation day."

Tim loosened his tie. God, it was hot. "Okay..."

Walter sipped from a quart-sized Slurpee. "Go around back and have a hot dog on the house." He pointed past a stack of boxes.

Tim shrugged. "Maybe."

"They're great dogs, bossman." Walter rapped the pump.

"Uh huh." Tim topped off the tank.

Walter paused beside a yellow mop bucket across the cracked parking lot. He peered around the corner. "Lisa, customer!" He raised his Slurpee in a toast before retreating inside.

Tim had to be across town by three for the compensation case that wouldn't die. After two years the deadbeat still claimed it was the employer's fault that the company truck had crashed.

A tempting whiff wafted across the lot. Tim had skipped lunch. A hot dog would hit the spot. He had just enough time for a bite.

Wearing a Raleigh Gas polo shirt, Lisa huddled over a rusty charcoal grill. She was maybe thirty with purple-streaked blond hair.

She leaned away from billowing smoke. With tongs, she grabbed a couple of scorched dogs and dropped them into a battered aluminum pan.

It was the sort used for church socials and then thrown away.

Tim stepped over an old tire filled with oily rainwater. "Can I have a hot dog?" he asked.

With a tattooed arm, Lisa swatted away a fly. "Help yourself." She sipped a soda. Her Raleigh Gas Styrofoam cup showed a gas-pumping caped superhero with RG on his chest. "The bugs only showed up when I started grilling."

"They leave me alone," Tim said. "Professional courtesy."

She put the cup beside a bowl of slaw. "Huh?"

Tim wished he hadn't made the joke. Some people hated attorneys. "I'm a lawyer," he muttered, as if it were an apology.

The woman's chuckle was polite. "Okay."

Tim unclasped a plastic bag and pulled out a flattened bun. He selected a jet-black dog and slathered it with jalapeño Dijon.

The woman wiped her brow with her sleeve. "My Dad calls a day like this a scorcher." The wind shifted and blew smoke into her face. She coughed.

"Guess it doesn't make sense to put the grill out in the sun," Tim said.

She laughed. "The boss didn't think this through. Sometimes I think the person running this place isn't all that bright."

Tim bit into the hot dog. It was smoky and succulent, not some cheap store brand. It reminded him of baseball and July Fourth picnics. When was the last time he went to a picnic? "Your boss did a good job picking the hot dogs."

Lisa plopped down on a faded blue lawn chair with a bent umbrella duct-taped to the back. She pointed to the bin of burnt hot dogs. "I get to take these all home. Nice perk."

With her slack attitude, she was lucky to have a job at all. "Sure," Tim said.

She fanned herself with a credit card application. "Take a cup off the table and get a fountain drink inside."

Tim took a cup. "Okay."

She pointed to the dogs. "Want another one?"

"No, thanks."

"The boss bought too many."
Inside Walter sat behind the
counter, still nursing his Slurpee.
He put down his Sports Illustrated.
"Did you get a dog, bossman?"
"It wasn't bad."

Walter patted his stomach. "I've had a few myself."

Tim held up the cup. "Your employee offered me a drink."

"I work for her." Walter pointed to the soda fountain. "Go for it."

Tim filled the cup with diet cola. He slurped it down and refilled the cup. "Lisa's your boss?"

Walter squinted. "I've worked for her for about a year."

Tim took long swallow of soda and set the cup on the counter beside the lottery ticket display. "Really?"

"She owns three gas stations. Smart woman. Good boss. She insisted on doing the grilling herself. Said it was too hot for employees to be outside."

"She takes the crappy jobs?"
"Yeah. She says there's more to being a boss than bossing people."

Tim's mind wandered back to the last job he really enjoyed. "I used to work in a gas station in high school," he said.

"What a coincidence. I quit high school to work in a gas station." Walter picked up the magazine.

"Sorry, man," Tim muttered. Walter studied his magazine.

Outside Lisa fed bits of hot dog to a ragged-looking cat. She waved to Tim.

Tim waved back and called the office. "Sylvia, hey, I'm really sorry about snapping at you. I was a real jackass. Go pick up your kid. And, take the rest of the day off."

She seemed surprised and mumbled a thank-you.

"Could you have my three o'clock call my mobile? We're going to settle." He hung up.

Instead of ramming his proposal down the other side's throat, he'd try to find something they'd both like.

But first, he'd get himself another hot dog. □