

*Welcome To The*

## *Newsletter's Newsletter*

*December 2002*

*The newsletter that specializes in helping you earn more as a professional newsletter writer. It is heavily tilted towards giving you project ideas to use 'as is' or in combination with your own unique ideas. Available by subscription only or free to students on the "Secrets Of Successful Newsletters" course.*



### ***Hot Off the desk of Richard Clarke, head of Proscript. Special Mini Quote Of The Month...***

**“Only a mediocre writer is always at his best.”**

Somerset Maugham

*Thank you for your support and enjoy this newsletter...*

## **“Choices!”**

**Dear Reader,**

**E**very day we are faced with making thousands of small and large choices which all add to the sum total of how rich our life is. We can propel our lives into success at turbo speed by understanding how to make the right choices.

You already know that, ‘thinking makes it so.’ What we think (believe in) becomes reality. But although we know this fundamental truth, perhaps because it’s so simple, and the environment around us is so negative and failure-orientated, it can be hard to grasp this wisdom.

Here’s a quick scenario which shows how what a person thinks, colours the results.

Helen and David are a typical couple in their mid-30’s, living in a suburb of London. David can prove that Helen’s a pain in the neck or an angel.

David thinks Helen’s a pain in the neck point of view.

Sometimes when I ring Helen from work, she’s not at home. I get suspicious and wonder what she’s up to.

David wants to prove that Helen’s an angel.

Helen often pops out during the day to buy ingredients for a special meal. She’s a great cook. I adore her

independent spirit.

David thinks Helen’s a pain in the neck point of view.

Helen bought herself two new dresses. It’s a waste of money.

David wants to prove that Helen’s an angel.

Helen is careful about her appearance. She showers, re-touches her make-up and changes into clean clothes. I think she’s wonderful and still sexy.

David thinks Helen’s a pain in the neck point of view.

Helen hasn’t a clue about how hard I work. She never asks me how my day was, because she’s too wrapped up in her own world and selfish to care about me.

David wants to prove that Helen’s an angel.

Helen never pressurises me with questions about work. Instead, she greets me with a smile and a kiss content for me to tell her about my day when I’ve had time to relax and unwind...

Interesting isn't it? Helen's actions are exactly the same in both cases, but the different results come from David's different viewpoints. He can believe Helen to be either a pain in the neck or an angel; his thinking makes it one way or the other.

This law applies to any person or situation. Think something is a tragedy and it will become one. Think your boss is lower than a rat and he is.

If enough people tell you that your great idea is a stupid one that will never catch the imagination of the marketplace, and if you start believing that, it will become reality – because once you stop focusing your attention on making it work, your actions will slow down and procrastination will take over.

I wonder how many people told Joanne Rowling she

was wasting her time with the Harry Potter stories, that they would never catch on and that magic stories had been done a thousand times already? Joanne's agent warned her that authors of children's books never make much money and sixty-four publishers turned down Harry Potter and the Philosopher's Stone!

If you really believe your idea is fantastic, then don't allow anyone to make you think otherwise. While they are busy listing the reasons why it won't work, sit down and write out a list of why it WILL work!

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## *Ideas That Create Success...*

### *"It's All Down To YOU!"*

**W**ith plunging stock markets, concerns over pensions, we have plenty of things to keep us awake at night! But a lot of us have more mundane things to get worked up about – the advertising campaign which doesn't appear to be working, margins getting squeezed, the customer who took up hours of your time and never bought anything, your van breaking down just when you needed it most, no cash in the Bank! Who is to blame for all of these misfortunes? The usual response is the Government, the tax man, the ungrateful customer, the mechanic, your next door neighbour, your partner. Everyone else in the world is to blame except ... you! All too quickly you try and find someone else to blame for our little problems in life. You find reasons to justify why it

has nothing to do with you. What people don't realise is that by continually blaming 'them' you are actually preventing yourself from moving forward, trapped in a spiral of negativity, forever the victim. All success-focused people take personal responsibility for the events that happen to them, for the decisions they take. They understand that by not taking responsibility they will never resolve anything. They have a belief that everything they have in life, good or bad, is as a result of their actions. As a result, they never stop still; they never pause to lay blame; they are continually moving forward, not being held back by 'them'. So what can you do to start accepting responsibility for what happens in your life and regain control? Next time, before you start blaming others

pause and ask, "What have I contributed to produce this result?" And then more importantly, ask, "What can I do to put it right or stop it happening again?" Always take responsibility for what you have in your life and give yourself the opportunity and permission to grow. Be responsible for your own success!

*Rob Warlow*  
*Small Business Success*

# *The Cutting Edge Reporter*

## *“Incredible Credibility”*

*(Try saying that really fast ten times!)*

**H**ello! My name is Craig Austin and I consult with a number of people who publish monthly newsletters around the country.

Richard has asked me to write a regular column here for you on cutting edge information in the newsletter field. This month I would like to start with the crucially important task of building oodles of credibility and trust, which as you may or may not know, is necessary for the profitability of any newsletter.

A newsletter is the greatest credibility building marketing tool known to man.

Re-read that sentence and think about it for a moment...

The public has grown cynical of glossy self-congratulatory brochures and sales marketing letters. Consider for a moment how many times, on average, per week you receive a brochure or a letter through your mail trying to sell you additional credit cards.

Most the time you just rip them up without a glance - right?

In short people have grown accustomed to receiving sales based marketing material.

But a newsletter is different - completely different...

That's because a newsletter doesn't appear to seek to sell you anything as its first and primary objective. Instead it seeks to inform, to educate, to

build knowledge.

The secret to a newsletter success is that it can lift the credibility of your organization over all your rivals.

### ***The Secret is to Build Trust***

Think for one moment about the biggest factor that encourages people to buy or join one organization over another. The answer is “trust”.

People go with organizations that they trust or they know from somewhere. It's just human nature! But let's see why?

Imagine for a moment you require an electrician or a plumber to do some work in your home. Who do you turn to if you don't have a regular person you use? Nine out of ten times you'll turn to a family member of close associate for a recommendation of an electrician or plumber that they used recently and were happy with. Why is this? The answer is that we'll trust the recommendation far more than we'll trust somebody who we located via the Yellow Pages.

Don't think that the above situation only exists in home life. No, it exists in business and all other environments. We always prefer to work on recommendation - we always look for an organization or individual that we can trust.

Now the chances are that you cannot win sufficient work,

members (or whatever your objective is) through recommendation alone. So you're going to need an alternative model to work from. A newsletter is that model and resource!

By publishing a newsletter, rather than another sales brochure, you will build credibility, inform your potential clients, and most critically of all - develop vital trust between you and your potential marketplace.

### ***Trust Builds Through Communication.***

So we now know that building trust is vital and the simple lesson is that the absolute key to building trust is great communication. And I can't think of a better communication tool, than a newsletter!

Next month I will be continuing on these lines of discussion. Month by month you will start to build on your knowledge of the newsletter industry and how it works...inside out!

See you next month...

Craig Austin

# *Simple Business Ideas To Start You Thinking*

## **Ambitious Musician Monthly**

Bring out a newsletter for ambitious, amateur musicians. This publication might include ads from: i) employers seeking musicians; ii) retailers selling equipment, accessories and supplies; (iii) people selling used equipment. Also print interesting editorial

## **Sleep Aid Letter**

Create a newsletter which specialises in selling products which help people sleep. The products you sell from this newsletter might include: sleep inducing cassettes, special bedtime clothing, herbal pillows and how to sleep well booklets. Company names might be something like 'Sleepwell', 'Sleeptight' etc

## **Easy Money Monthly**

Publish a newsletter which has a title like 'Ambitious Person's Way to Wealth' or 'Clever People Don't Work Hard'. The contents of your newsletter might be in a vein similar to Joe Karbo's 'The Lazy Man's Way to Riches'.

## **Investor Letter**

Found and run a school of investment as a newsletter. Give tuition to solo students and groups about different types of investments such as shares, gilt-edged securities, unit trusts, USM, antiques, stamps, art, etc. For each area of investment prepare lesson plans and follow these closely.

## **Harley D Letter**

Set up a newsletter business which sells motorcycle memorabilia. Put together a catalogue of motor cycle memorabilia which includes: videos, films, posters, photographs, books, instruction booklets, old magazines and newspapers, etc. Advertise your catalogue in motorcycle magazines.

## **Trade Letter**

Publish a monthly newsletter for one trade such as newsagents, grocers, hair salons, book sellers, etc. Each issue should give: trade news, management tips, suggestions for improving sales, etc. Organise a direct mail campaign to recruit subscribers to your newsletter.

## **Stories For Cash Letter**

Bring out a newsletter about how to write short stories for profit. Sell this newsletter from newspaper and magazine ads and charge anything up to the average weekly wage (paid in installments) depending on the contents of the newsletter.

## **The Poet's Guide Letter**

Produce a newsletter about how to write good poetry. If most poets received a small amount of tuition about how to compose poems their work would improve dramatically. Sell the newsletter by advertising in women's magazines.

## **Comic Enthusiast Letter**

Begin a newsletter which deals in new and old American and British comics. This business might: 1) sell comics by post from your newsletter; 2) operate a comics of the month club for specialised collectors

# Competition

## “Nostalgia” (Copy)

Here’s a recap on last month’s competition...

Before I tell you about the details of this competition I would like to sincerely thank you for your entry into last time’s ‘weird’ competition. (If you entered). The quality of work I received was of a high standard and you should really start looking for an idea for a newsletter (or a manual) as soon as possible. I mean, why waste all that talent? Put it to some use and make a better life for yourself!

This time’s competition has been given the title of ‘Nostalgia’. What actually is nostalgia?

The word ‘Nostalgia’ was invented back in Victorian times when groups of men used to climb aboard a piece of floating wood (or a ship as they used to call it!) and head out on a near suicide mission to find...erm...whatever they found. (crazy I know!)

The voyages in these ships would sometimes last the best part of a year and as a result the crew would start to suffer from illnesses caused by lack of essential nutrients and water. Can you imagine seeing enough water to sail a ship on but not being able to drink it? It’s bad enough when I haven’t had a cup of tea for two hours!!

One of the symptoms of these illnesses was a dream like state where the victim would vividly imagine running

streams, green grassy fields, friendly faces, their homes and bountiful orchards. It was like their minds were trying to shut out the immediate situation and replace it with something much more pleasant and appealing. This symptom was named ‘Nostalgia’. By whom, I don’t quite know, but wow, what a word to think up!

That’s where the name comes from...

So... for this competition, I would like you to write between 600 – 800 words about something from your past that is pleasant and appealing. It would be something that would make you say, “Ah. What a lovely thought!” Something that brings the memories flooding back. Something that you can still vividly imagine today. Something that strikes a chord. And maybe even something that brings a tear to your eyes.

However...

Your story must be within the following guidelines:

1. **There must be a beneficial lesson within your story.**
2. **It must be at least a little bit scary in places.**
3. **It must use the structure PISDuPS as close as possible.**
4. **It must have an emotionally appealing headline.**

5. **No spelling errors please.**

6. **In times new roman typeface if possible.**

That shouldn’t give you any trouble, should it?

The winner will get £50 and a chance to write further articles for money. There is no second prize because...well...there’s no room to print it, but I will consider giving paid work to you if you come second.

The winner’s article will appear in February’s issue along with the winner’s details if the winner requests this. If you market your own newsletter, please add a small paragraph describing your publication and I’ll run it.

The deadline for this competition is January 10<sup>th</sup> 2002. Any entries received after this date will be returned. Sorry! Although exceptional articles may be considered even if slightly late.

Even if you don’t have a go at this competition, it’ll get your brain whizzing back to some pleasant time in your past, I’m sure.

The purpose of these competitions is to get you to start (if you haven’t already) writing. Once you start, you get better and better until...you’re top notch!

Good luck,

Richard Clarke

# *The Creativity Page*

## *“Cornerstones Of Creativity” Part 2 of 4*

**O**kay, last month in this section we discussed creative input as one of the four cornerstones of creativity. This month we are going to continue on the creativity adventure with...the period of gestation!

Firstly what is gestation? The good old dictionary defines gestation as “The carrying of young in the womb between conception and birth.” Let’s take the keywords of that definition: Carrying between conception and birth. Now, if we take conception as the creative input (discussed last month) and birth as the output of ideas then the bit in between is the period where ideas are formed in the mind.

Your mind is infinitely powerful and can rearrange the creative input into something that you understand. This takes time. I.e. the gestation period.

Before I move on let me tell you that you have complete control over the success or failure of this period. If you think, “I can’t get my head round this.” then that ‘command’ will go into your mind and effectively prevent

the birth of ideas. If you think, “Yes! I truly believe that my mind will come up with the goodies.” Then surprise, surprise it will. Not instantly though. It takes time. Not forever either. You’ll be shocked at how quickly your mind can process things. And this gets faster and faster with practice.

So believe it!

Now, during this gestation period your mind will present ideas to you at odd moments. Write these ideas down. I cannot stress this enough. Wherever you are, whatever you’re doing, write down any ideas down. Why? Because these ideas that pop up at odd moments are your key words that you are going to use in the work you want to do.

What happens with me is this. I input the raw materials for the work I want to do. (I.e. reading) Then I wait for a few hours and then think about it for five minutes. After this five minutes, I completely forget about the work. Every now and then I go back to those thoughts and find that they have

increased in number. I then write the new ideas down. Sometimes I find that taking a nice warm bath can let these ideas surface.

When I think I’ve got enough down on paper I consider the gestation period over and move on to the next cornerstone, which will be discussed next month.

So... to recap. To create something you must input the raw materials necessary to create it. Then you must allow your mind to gestate the raw materials into more of a ‘unique to you’ concept. This takes a little time, especially at first, but with practice will get faster and faster.

But what’s next? Surely that’s it isn’t it? Not quite. There are two more cornerstones to discuss and those will be explained in the next two months.

Thank you for listening, have a great Christmas and I’ll see you in January next year...



**Richard Clarke**

*Committed to helping you earn more!*