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Are You a "P-Word" Solver?

By Mary Anne Hahn

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Back in the days when I supervised customer service employees, I developed a standard (albeit somewhat corny) reply whenever anyone on my staff came to me with a problem.

"There are no 'problems' in Customer Service," I'd tell them, tongue planted firmly in cheek, "only challenges and opportunities for growth!"

Eventually, my staff began to join me in my quest to eliminate the negative-sounding "p-word" (problem) from our collective vocabulary—perhaps so they wouldn't have to listen to my canned response. "I have a challenge for you," they'd say instead, or "Could you help me with this dilemma?"

But the fact is, just as a rose by any other names smells as sweet, a p-p-p-problem (see? I *still* have trouble saying it!) requires a solution, no matter what you call it. And talented writers who can help businesses and individuals solve a "p-word"—or several of them—will seldom lack for clients and assignments.

What kinds of "p-words" do your potential customers face?

· Work overload: A small advertising or PR agency suddenly gets swamped with more work that they can handle. The head of a company's communications department wishes she could have a few reliable freelancers to call on when her staff is on vacation or disability. The president of another company needs to give a speech at a convention next week, and doesn't have a clue as to when he'll find time to write it. Especially during times when organizations are

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downsizing, overworked people could certainly use the helping hands of freelancers to help them solve their particular "p-words."

- A limited advertising budget: Many new businesses simply can't afford to hire an agency to handle their advertising and publicity needs, but they need to get their names and products out to the public nevertheless. Freelance writers provide a cost-effective alternative to full-fledged agencies. Some of the services you can provide include press releases, fliers and brochures, email marketing services and newspaper print ads.

- Poor employee morale: More than salaries, benefits and working

conditions, the employees in numerous companies today complain that communication (or, rather, lack thereof) is the number one "p-word" they face. And when employees are disgruntled, their productivity drops and the quality of their work diminishes. Can you step in as a consultant and help organizations analyze and correct that situation? Can you produce company employee newsletters? Then use your writing skills to help companies solve their employee morale "p-word."

- A need to get the word out: Whether promoting a cause (such as trying to get a new law passed) or wishing to warn or educate the public about something, some people have a passionate need to tell their particular stories. Their "p-word" is, they have no idea how to go about it. Writers who are familiar with what kinds of stories periodicals publish regularly can help these people spread their words by offering a ghostwriting service, or "as told to" articles.

These are just a few ideas to get you thinking about how you can broaden your freelance writing assignments. Your challenge is to discover what kinds of "p-word" solutions you can provide as a writer, and your opportunities for growth lie everywhere!

Mary Anne Hahn is the editor and publisher of WriteSuccess, THE ezine of ideas, information and inspiration for writers who want to pursue successful full-time writing careers. To subscribe, mail to: writesuccess-subscribe@yahoogroups.com

The IDEAL Problem Solver

By Ke o agile Khiba

The IDEAL Problem Solver is an effective tool you can use to attack your problems. If you are used to

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getting on your horse and riding in all directions when faced with a problem, you may find the IDEAL Problem Solver quite handy. How do you use it?

IDEAL stands for: Identify the problem and explain how it can be an opportunity Define at least three different goals for your problem-solving task Explore possible strategies and new information that could help you accomplish each of the important goals Anticipate the outcomes (positive and negative) of different strategies to help you decide which ones you will act on Look back and learn (after acting on your strategies, what did you notice about the problem you identified)

An area I found IDEAL ideal (this is no double-speak!) is in evaluating arguments and ideologies. When you hear an argument, IDEAL(ise) it: identify a problem with it define the goal of your criticism explore various strategies for verifying evidence presented anticipate the outcome of certain strategies and act on those that seem most promising look at the effects

One last thing you can do with this alphabet soup is to critically evaluate arguments. Here's how: focus on factual accuracy is the reasoning logical and consistent question the underlying assumptions

It would be helpful if you could try to use the IDEAL Problem Solver in different situations for some time to experience its full impact.

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), an NLP focused

ezone for capacity builders in the personal and professional skills development area

The IDEAL Problem Solver

The Power of God Makes Life Easier

How to Identify a Problem Solver

Content Is Still King!

Having The Right Attitude And Start Becoming A Problem Solver

Over 185 Delicious Italian Dishes

Money Making Flashy Designs in a Box

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100 Instant PDF Templates

111 Egg Recipes

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