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**Moonlighting Idea: Community Speechwriter**

**By Mike Morgan**

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All sorts of people give speeches, not only politicians and executives of international conglomerates. Virtually every major life event involves some sort of speech. For example, toasts are offered at weddings, eulogies at funerals, roasts at retirement, anniversary, and company gatherings, and presentations at a variety of events. Everyone makes a speech sometime — which is why it is consistently ranked as the #1 fear.

If you have a way with words, and can turn mundane expressions into colorful and memorable ones, you can easily make a decent moonlight income writing for people in your community.

Advertise initially by posting flyers wherever people congregate: churches, schools, community bulletin boards, libraries, etc. Once you have a few speeches under your belt, word-of-mouth will provide you with an ample supply of referral customers.

Plan on spending an hour, or so, with each new client gathering background information, details, and anecdotes. Bring a tape recorder to the meeting so you can capture some of the client's favorite sayings and verbal mannerisms. Have your questions written out before meeting with the client, but listen to each answer for opportunities to explore interesting "side roads".

As a added value, you might offer to rehearse the speech with the client and offer tips for effective delivery. Plan on at least one "tweaking" after the client has read the speech to correct areas where the client stumbles during the reading.

## Moonlighting Idea: Community Speechwriter

Charge \$15–20 per typewritten, double–spaced, 10–12 point type page, and \$25–30 an hour for any research you need to do in addition to the initial interview. Do your first two or three speeches free, or better yet, do them in exchange for a testimonial and an agreement to refer prospective clients.

A great way to learn more about this moonlighting gig (and speech communication in general) is to sit in on a local Toastmaster International meeting. Ask a few questions; make a few friends. Visit the Toastmasters website to find a public

meeting in your area.

### Web Links:

Dave's Guide to Speechwriting  
<http://davegustafson.com/speech/>

SpeechTips.com  
<http://www.speechtips.com/>

Speechwriting Books at Amazon.com  
<http://bisoncreek.com/link/SpeechwritingBooks.html>

Mike Morgan owns Bison Creek Author Services . He is the publisher of "TheMoonlighting Parent Newsletter", a free email newsletter sentbiweekly, and the moderator of the "Article Post – ShortContent" (AP–Shorts) publisher–author exchange.

## **10 Ways To Create A Popular Online Community**

### **By Rudy Cline**

An online community could be a chat room, e–mail discussion list, discussion forum or other technologies that allow groups of people to communicate at your web site. When you have a popular online community it will increase your traffic and sales. Below are ten ways to attract people to participate in your online community.

1. Tell your visitors that you post a new, free offer every day, week or month in your online community. The free offers should be attractive to your target audience.
2. Regularly schedule experts or famous guests to participate in your online community. You could design it to be a virtual class or a question/answer session.
3. Post testimonials on your web site from people that have participated in your online community. The

testimonials could be about what people have learned or liked while participating in it.

4. Don't allow blatant ads in your online communities. If people decide to visit your online community and see a ton of ads they most likely won't be back.
5. Post all the benefits of participating in your online community on your web site. You could write it like you're writing an ad for a product you're selling.
6. Submit your chat room, e-mail discussion list or discussion board to online community directories. You can find them by typing " the community type" with the word "directory" in any search engine.
7. Create an e-zine just for people who participate in your online community. Allow them to subscribe for free. When they receive each issue, it will remind them to come back and participate in your community.
8. You (the owner of the online community) should participate regularly. Post information that will benefit the other people. This will show them you care about your online community members.
9. Have plenty of people to monitor your online community. They could remove postings that turn away people like profanity, spam and other off- subject postings.
10. Your online community should contain user friendly features, like a search option for archived discussions, easy posting or chatting options, email updates or digests, etc.

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