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The Dreaded "M" Word, and Why We Need to Do It

By Mary Anne Hahn

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You offer a superior writing/editing service. You've written an awesome book. Your newsletter is arguably one of the best of its kind.

But if no one knows about it...if no one knows about *you*...

Let's face it. Marketing your book(s), your products and/or your services is as essential to being a successful writer as, well, writing. Even more so, if your goal is to freelance full-time.

But perhaps even the word "marketing" makes you cringe. It brings visions of placing sweaty-palmed telephone calls to strangers, handing out business cards at cocktail parties that you didn't even want to attend in the first place, and having a booth at the local Chamber of Commerce business fair. Marketing means keeping you away from what you most want to do—writing.

I know the feeling. Every time I'd get to the chapter on placing cold calls in Peter Bowman's *_The Well-Fed Writer_*, I'd screech to a halt. Bowerman states that placing calls to let people know of your availability as a freelance writer is crucial to the success of your business. It seems I'd rather starve.

I know why many of us feel that way. Early on, we discovered that we were far more comfortable and articulate with the written, as opposed to the spoken, word. With a pen in our hands, or at our keyboards, we don't flush or stammer. And during those times when the right words escape us, no one else has to know about it; the only thing others see is our finished product. This certainly isn't true when

we speak.

So yes, I understand our fear of the "m" word. But we need to be honest with ourselves—how much do we **really** want to achieve full-time freelance writing success? Do we want it enough to accept the fact that emailing our resumes in response to a few job offers we see online will never bring in enough work to support us? Do we want it enough to realize that we should spend at least 75 percent of our time (at least in the beginning) on either online or offline marketing, whether its telephone cold calling, placing ads and articles in ezines, sending press releases, or joining our local Chambers of Commerce?

Because, in order to truly succeed as a freelancer, I firmly believe we have to accept, embrace and even learn to enjoy the marketing aspect of our business. I know this because my own failure to succeed as a full-time freelance writer a few years back was solely because I did not develop, implement and sustain an ongoing marketing plan. Not because I didn't possess the skills and talent. Not because the markets weren't out there. But because I didn't let enough people know I existed, or exactly what it was I could do to help their businesses.

My stepdaughter's soccer team used to have a pre-game cheer that went like this: "You gotta want it to win it, and we want it more!" If that sounds like how you feel about having a full-time freelance writing business, start today to overcome your fear of marketing and (thank you, Nike) just do it!

Not sure how to get started? Here are a few tools for you:

1. Pick up a free marketing workbook here:
<http://hypertracker.com/go/writesuccess/plan> . While you're there, sign up for Rob's free marketing ezine, too. It is always filled with excellent ideas on how independent consultants (which includes us freelance writers, by the way) can find and attract more business.
2. Consider purchasing the ebook, *_Local Email Profits_*, which shows you how to approach professionals and businesses in your hometown to offer your writing services. You'll find it here:
<http://hyperTracker.com/go/writesuccess/WSNAAW/> .
3. Read books on marketing. One excellent resource, which you can find at your local library or in bookstores, is *_Guerrilla Marketing for Writers_*, cowritten by Jay Conrad Levinson and others.

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Then get started right away. Who knows? You may actually learn to love marketing yourself—especially when your efforts start to bring in steady and profitable freelance work.

The "D" Word

By Carole Pagan

The "D" Word by Carole Pagan

Nothing strikes fear in the hearts of people everywhere more than the dreaded D word.

Revolutionists have diluted it's power gradually over the last 50 years, insisting that we no longer need such a thing. They have created numb minded societies with no particular aspirations, and little motivation. Robot like civilizations who swarm from one great leader to the next as long as they will promise to protect them from the D word.

Do whatever you want. Freedom is your right.

Eat whatever you want. Watch whatever you want. Fill your mind so full with trivial nonsense that you have no room for anything else.

We are an enlightened society. We are free. You no longer have to do anything you don't want to do.

The D word has been so shunned that many kids don't even know what it is. They have never experienced it.

Everyone is so much happier having been relieved of the burden.

Aren't we?

OK. I'm going to reveal the D word. But be prepared, it is ugly. No one wants to hear this. If it gets out and starts spreading, it could change your life, so be very careful.....

Ready?

Discipline.

Are you scared? Doesn't it just rock the core of your being?

The Dreaded "M" Word, and Why We Need to Do It

What a thought. Imagine that anyone would talk about such a thing in this day and age.

I mean, Discipline would make you do things like—

Turn off the TV and (gasp) read a book.

NOT eat the WHOLE bag of potato chips.

Keep your house clean.

Eat a salad instead of the potato chips.

Cook dinner. (imagine that?)

If this were to spread, we'd have people reading and thinking, and being healthy and full of energy. They would start building businesses, real ones. They would get out of debt. They could change our whole economic structure. People could go from dependant to independent.

Worse yet, people would start developing morals and ethics. They would actually start doing the things they say they want to do instead of just talking about it.

Everything that we have become so accustomed to would be shaken. The world could never stand such an uprising!

Or could it?

If you're not afraid of discipline and you want to take back control of your life— Enroll in Beating the Demons. It might be just what you need to get you on track.
<http://Beating-the-Demons.com>

Carole is a single work at home mom. She shares her life improvement tips and time saving resources at www.ConvenienceNet.com



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