# Table of Contents

Table of Contents..................................................................................................c
Born Talented?.................................................................................................. 14
The Instructions .................................................................................................. 16
No. 1: Non-Work Articles .............................................................................. 17
Examples: Assignment No. 1 ........................................................................ 19
No. 2: The Roller Coaster .............................................................................. 30
Examples: Assignment No. 2 ........................................................................ 33
No. 3: Non-Work Outlines ............................................................................ 40
Examples: Assignment No. 3 ........................................................................ 44
No. 4: Work Outlines ..................................................................................... 50
Assignment No. 4: Examples ........................................................................ 55
No. 5: Connectors .......................................................................................... 58
No. 6: Disconnectors ..................................................................................... 60
Examples: No. 6 .......................................................................................... 65
No. 7: First Fifty Words ................................................................................ 72
Examples No. 7 ............................................................................................ 77
No. 8: Outlining/Sandwiching .................................................................... 81
Examples No. 8 (Outlining) ......................................................................... 86
No. 8 Examples (Sandwiching) .................................................................. 90
No. 9: The 3-Step + Next Step ................................................................... 94
Part 2: Next Step .......................................................................................... 97
No. 9: Examples (3-Step) .......................................................................... 102
Examples: Next Step .................................................................................. 109
No 10: Headlines .......................................................................................... 119
No 10: Examples .......................................................................................... 124
No. 11: Examples + Mistakes .................................................................... 138
No. 11: Adding Examples ........................................................................... 143
No. 11: Adding Mistakes ............................................................................ 149
No. 12: Objections ....................................................................................... 157
No. 12: Objections ....................................................................................... 161
The End? ....................................................................................................... 172
How To Learn Rapidly

This course isn’t about learning something new. There’s probably little or nothing that’s new in this course. There’s only so much you can do to learn any skill and just about any learning requires at least three core phases.

1) The Overview Stage
2) Implementation and Mistakes.
3) Construction and Deconstruction.

The first step is to simply have an overview of any information. This is a lot like listening to a song on the radio. You don’t ever listen to a song, and feel “Omigod, I have to learn those lyrics”! Instead you listen to the song for the tune alone; for the rhythm alone. When you hear the song for the second time, you start to recognise the tune. When you hear the song for the twentieth time, you know part of the lyrics, and in time if you really persist, you’ll learn the tune, the rhythm and the lyrics.

Most people make the mistake of trying to learn the “lyrics” when trying to learn a new skill. If they read a book or an e-book/report, they want to make notes as they go along. Some of these notes will be on paper, or be mental notes. If they listen to audio, they get agitated because they feel the audio is going way too fast for them to pick up the information. And anyway most audio learning is pretty crappy. It’s filled with some pompous know-it-all giving information in a very unstructured manner. With a book you can see the drivel, and turn the page. With audio, you can’t turn pages. So you’re kind of trapped to listen in a linear fashion, and this drives people absolutely crazy.

You’ll find the courses at Psychotactics to be a little different. This is because the audio is always prepared in a manner that’s structured and isn’t just blah, blah. Each audio is always broken into sections and each set of notes have their own structure. So I would encourage you to take to audio. Or if you’re an “audio” person, take to reading the notes.
In most cases, the audio and the notes don’t correspond exactly, so by avoiding either audio or notes, you’re not doing yourself any favours.

**And this brings us back to the absorption concept.**
When you’re starting out, don’t bother to learn. Don’t bother to take notes, if you don’t want to take notes. Just listen to the audio.\(^1\)

**Now let me rant a bit here…**
Most people classify themselves into “audio learners” or “text learners”. The fact remains. We are neither. We develop a bias for one type of learning over the years. But as we grow up there’s one clear fact: All babies are dependent almost exclusively on sound. Sound bias is predominant as a baby and in early childhood. All communication, including whole languages are learned solely by listening and speaking. In fact, even at the age of seven, most kids can’t so much as read more than a few lines in their language, let alone write it.

**Then school comes into play**
We get books. More books and even more books. Suddenly 100% of us are switched off audio, and turned into readers. Almost every teacher on the planet will tell you to learn from your books, refer to your books, copy from your books etc. This causes the sound bias to go to the written bias. It’s a bias no matter how you look at it.

**As I was growing up, I had almost zero access to audio learning**
Till I got to New Zealand in the year 2000, I’d never really learned via audio. Then I had to go to meetings and I was desperate to learn. So I put tapes in the car, and listened to each one ten, twenty, even fifty times. I was never trying to memorise anything. Just listen to it like you listen to music. But the brain will memorise things, even when you’re not trying to memorise it, because the brain is just a pattern-recognition device. It sees a pattern and stores a pattern. Then when it needs to pull up the pattern, it pulls it up and uses it.

**What I’m asking you to do is get rid of your bias**
I really don’t care whether you consider yourself an audio learner or a

---

1 Audio is most boring to listen to when sitting down at your computer. In about 15 minutes you’ll start to yawn. Audio is a “movement based learning method”. You need to be in your car, or walking or dusting or doing something. Never ever try to listen to audio while sitting down—unless you want to fall asleep, that is.
reader of sorts. I just care about you moving ahead. To move ahead rapidly and become a genius of sorts, you’re going to have to squeeze lots out of your already busy day. So the sooner you use several media, the sooner you’re going to get to genius level. At times, it may well be impossible to listen to audio. So yeah, curl up with your notes. At other times, you will not be able to read notes (e.g. while driving). At this point, listen to audio. And sometimes, you’ll find that video or a graphic e.g. a mind map will do the job just fine.

**The sooner you stop labelling yourself, the better off you’ll become**

So yeah, don’t try to learn the lyrics just yet. Just listen to the “music” of the notes and the audio. And just get the tune and the rhythm for now. Later you’ll get the lyrics.

That’s the first stage: Just listening. Just getting the overview.

**That takes us to Implementation and Mistakes**

Most people will tell you that you can’t go forward without making mistakes. We’ve heard this “oh you have to learn to make mistakes” so often that in fact we don’t hear it any more. Our whole goal is NOT to make the mistakes. So yeah, we’ll play it your way. You’ll learn how NOT to make mistakes for most of the course.

**Of course it goes without saying that you’ll make mistakes**

And yes they’ll be fixed as we go along. However at one stage we’ll have sessions where you deliberately get things wrong. Now this is a skill, I can tell you. To know how to get things wrong—and get them deliberately wrong, you have to know how to get it right. And then get them wrong (if you get what I mean). It’s actually hard to rite wit duh rong speling whenn u no how to spel rite.

**Mistakes.**

Make mistakes galore.

And you’re going to spend 14 minutes a day—every day, come hell or high water, creating headlines and making mistakes. That’s the way you’ll learn. And then you’ll see the mistakes from a mile away. And fix them.

This is what we’ll learn. To deconstruct. To become not just a person who constructs, but who can deconstruct as well. And that’s how you’ll learn.
That’s how you’ll get to genius level.

Not by being born with “talent”, but by acquiring it along the way. By using your wonderful pattern-recognising brain to recognise patterns quicker than ever before.

**So let’s just summarise here:**

1) Get off your learning high horse. You can learn through audio, text, graphics or just about anything. The audio and the information in Psychotactics courses are designed to save you time and distill information. Use the information you get, and stop waffling.[2]

2) Don’t try to learn. Listen to the “music”. Get the overview. And listen, read several times over. It’s not a waste of time. Your brain needs to recognise the pattern. People who read or listen just once are actually “wasting time”. And equally, people who try to absorb everything on the first sitting, are again setting themselves to learn a lot less than their potential. The brain is about repetition. Keep repeating. And use all the tools at your disposal to learn.

3) Mistakes are part of the course. Part of the learning. At some point you’ll make inadvertent mistakes. And yeah, we’ll fix them all. At some point, you’ll get so darned good at what you do, that deliberate mistakes will be hard work. You’re entering a mistake-making zone. Welcome to the place where doing stuff wrong (and then fixing it later) is the fastest way to learn.

4) Construction and deconstruction. You have mostly learned by construction. Well, that’s only half the deal. Deconstruction allows you to see deeper into the learning. When you can spot mistakes from a mile off, and know how to fix the glitches, you’re truly on your way to mastery.

Welcome to a Psychotactics course. :) Let’s get this show on the road.

P.S. Another good trick to learning is to mix things up. If you listen or read something in sequence, then break up the sequence. Start from the middle. Or the end. You’ll be astounded how you suddenly hear or read something brand “new”. Try it. :) And yes, have fun!

---

Course Overview
Three Months (And A Bit)

Three months. That’s the official amount of time it takes to learn how to master the art of article writing. And yet, we know better. For one you should be listening and reading the information in the audio and notes repeatedly.[1]

There’s a method to this madness of having to read and listen repeatedly. The reason for doing so is to achieve two things. The first is to create a safe zone in your brain. When you get on a course without at least some (if not substantial) preparation, it’s easy to get intimidated. We don’t learn very well when we’re intimidated, and so it’s important to remove the intimidation factor as soon as possible.

The second reason is actually a very important part of learning. Research has proven time and time again, that those who get to the finish line are more likely to be those who’ve already achieved something.

So technically speaking if you’ve just done 20% of what was recommended, you aren’t 80% behind—you’re 20% ahead of pretty much everyone else on the planet. And being 20% ahead means you’ll be more likely to get to the finish line because your brain is not struggling as much as it used to. When you first start learning something, it’s a massive struggle. But as you progress, even tiny achievements are wonderful motivators for the brain.

So when you think about it, the course has pre-course learning of 6-8 weeks. Then there’s about 12 weeks of the actual course. And then there’s a few weeks tacked on at the end that establishes your expertise. And yes, it’s about three months with a few weeks here and a few weeks there. And that will give us the mastery we seek.

---

[1] If you’re doing the live course, you’d have got your notes and audio between six-eight weeks in advance. That’s a whole month-two months in advance. And if you diligently went through the information, you’d be well versed in the facets of article writing. Yes it’s not the same as actually writing, but it’s the core preparation and it’s a very important part of learning how to write faster and better.

If you’re doing a homestudy course, you may want to get right into writing the articles before you lose any momentum. Technically speaking, that’s OK. But you want to make sure you listen and read, and listen and read and listen and read. You’ll find things you’ve missed even when you’ve listened and read the course four and five times over. So for the duration of your learning, make sure that the Article Writing Course is all you’re listening and reading for the next few months.
The next few months may seem like forever, but they pass quickly if you follow instructions. If you’re doing a live course, you’ll have instruction from me (as you would expect). If you’re part of a mastermind group in 5000bc or doing the course with a “Taking Action” buddy, you’ll find that following the syllabus will really keep you on track.\(^2\)

May the force be with you :) (Not that you’ll need it that much)!

Oh and there are some videos you may want to watch on YouTube

**The Wax On Wax Off Series**

Wax On Wax Off.
http://www.youtube.com/watch?v=3PycZtfns_U

Then it’s paint the fence
http://www.youtube.com/watch?v=R37pbIySnjg&feature=related

Then it’s get mad time.
http://www.youtube.com/watch?v=E1oMCE56a4&NR=1

---

2 Yes I do mention 5000bc.com a fair bit. And gosh yes, it’s an up-sell (if you’re not a 5000bc member). But if you’re not a member, there’s probably no better way to implement a taking action plan, because of several reasons. The first reason is that you’re in good company. There are many who’ve done this course before and it’s likely you’ll get help and encouragement from them. So it helps to be a member. If you’re already a member, then there’s no charge whatsoever (and as you can tell, that’s a good thing). Whatever you decide, be aware that the up-sell is more as a matter of ‘care, protection and guidance’ than just to get you to sign up to yet another thing. So make your decision accordingly. :)
As you can see, outlining isn’t just some fanciful concept. It’s the crux of everything you do. And everything I do. The Article Writing Course Syllabus was done in rough outlines (yes, that’s my rough handwriting). And here’s the proof.
The 12-Week Roller Coaster*

Here’s a rough estimate of what you’ll do
It’s rough. It’s not fixed. I chop and change based on the ‘weather’. Based on how you’re responding. If you’re going slow, we slow down. Or speed up. If you’re going well, we change tack again. But this agenda will give you an understanding of what to expect.

This is the reference guide of what you have to do over the next few weeks. There is a far more detailed explanation of what you have to do in a follow up guide. That guide contains examples, what to, what not to do and how to do it. This is your start up kit, so you can quickly reference what you need to do and get on with the job at hand. So here goes.

**Week 1: Non-Work Based Articles**
Day 1: Non-Work Based Article
Day 2: Non-Work Based Article
Day 3: Non-Work Based Article
Day 4: Day of Rest
Day 5: Non-Work Based Article
Day 6: Non-Work Based Article
Day 7: Non-Work Based Article

**Week 2:**
Day 1: Non-Work Based Article
Day 2: Non-Work Based Article
Day 3: Non-Work Based Article
Day 4: Day of Rest
Day 5: Non-Work Based Article
Day 6: Non-Work Based Article
Day 7: Non-Work Based Article

**Week 3:**
Day 1: Work-Based Outlines x 6
Day 2: Work-Based Outlines x 6
Day 3: Work-Based Outlines x 6
Day 4: Day of Rest
Day 5: Work-Based Outlines x 6
Day 6: Work-Based Outlines x 6
Day 7: Work-Based Outlines x 6
Week 4:
Day 1: Work-Based Outlines x 6
Day 2: Work-Based Outlines x 6
Day 3: Work-Based Outlines x 6
Day 4: Day of Rest
Day 5: Work-Based Outlines x 6
Day 6: Work-Based Outlines x 6
Day 7: Work-Based Outlines x 6

End of Phase 1.

Week 5:
Day 1: Connectors
Day 2: Connectors
Day 3: Connectors
Day 4: Day of Rest
Day 5: Connectors
Day 6: Connectors: Find 3 Examples
Day 7: Connectors: Find 3 Examples

Week 6:
Day 1: “Disconnectors”[1]
Day 2: “Disconnectors”
Day 3: “Disconnectors”
Day 4: Day of Rest
Day 5: “Disconnectors”
Day 6: “Disconnectors”: Find 3 Examples
Day 7: “Disconnectors”: Find 3 Examples

Week 7:
Day 1: First 50 Words
Day 2: First 50 Words
Day 3: First 50 Words
Day 4: Day of Rest
Day 5: First 50 Words
Day 6: First 50 Words
Day 7: First 50 Words

[1] It’s not really a word in the English dictionary.
**Week 8:**
Day 1: Sandwiching/Next Step  
Day 2: Sandwiching/Next Step  
Day 3: Sandwiching/Next Step  
Day 4: Day of Rest  
Day 5: Sandwiching/Next Step  
Day 6: Sandwiching/Next Step  
Day 7: Sandwiching/Next Step  

**End of Phase 2.**  
Analysis of Self-Progress: Self-Report  
Analysis of Progress: Mentor’s Report  

**Week 9:**
Day 1: 3-Point “How To Article”  
Day 2: 3-Point “How To Article”  
Day 3: 3-Point “How To Article”  
Day 4: Day of Rest  
Day 5: Summary + 3-Point “How To Article”  
Day 6: Summary + 3-Point “How To Article”  
Day 7: Summary + 3-Point “How To Article”  

**Week 10:**
Day 1: Random “How Headlines” x 20  
Day 2: Work “How Headlines” x 20  
Day 3: Random “Why Headlines” x 20  
Day 4: Day of Rest  
Day 5: Work “Why Headlines” x 20  
Day 6: Knew/New Headlines x 20  
Day 7: Knew/New Headlines x 20  

**Week 11:**
Day 1: Add Examples  
Day 2: Add Examples  
Day 3: Add Examples  
Day 4: Day of Rest  
Day 5: Add Examples  
Day 6: Add Examples  
Day 7: Add Examples
**Week 12:**
Day 1: Add and Defuse Objections  
Day 2: Add and Defuse Objections  
Day 3: Add and Defuse Objections  
Day 4: Day of Rest  
Day 5: Add and Defuse Objections  
Day 6: Add and Defuse Objections  
Day 7: Add and Defuse Objections  

**End of Phase 3—Moving to the “Wiz” Zone.**
Analysis of Self Progress  
Review of Article Writing Course  

Week 13 and 14 comprise of the “Wiz” Zone—named after one of the alumni who was the first to get into this zone. In these weeks, you'll be involved in analysis of what makes good/bad articles + speed writing. This is a crucial segment as it takes all the previous 12 weeks and gets you to a stage of speed + drama in your writing.

**Week 13:**
Day 1: Analyse *The Brain Audit*  
Day 2: Analyse *The Brain Audit*  
Day 3: Analyse *The Brain Audit*  
Day 4: Day of Rest  
Day 5: Analyse *The Talent Code*  
Day 6: Analyse *The Talent Code*  
Day 7: Analyse *The Talent Code*  

**Week 14: Speed Writing**
Day 1: Write Article in 45 Minutes: On Your Work Topic  
Day 2: Write Article in 45 Minutes: On Your Work Topic  
Day 3: Write Article in 45 Minutes: On Your Work Topic  
Day 4: Day of Rest  
Day 5: Write Article in 45 Minutes: NOT On Your Work Topic  
Day 6: Write Article in 45 Minutes: NOT On Your Work Topic  
Day 7: Write Article in 45 Minutes: NOT On Your Work Topic  

Next Step Advice will be given at this stage. Other courses that apply and build on this information will also be recommended. Phew! :)
Live Course Instructions
Born Talented?

About a year from now, something interesting will happen. Someone will read your article, and say something like this: “Wow, you sure are a talented writer. I wish I were as talented as you. You’re lucky to be born talented.” And you’ll smile. Even grin. Because you know that the road to talent is based on three core and a half components.

The three components, to begin with, are:
1) Structure
2) Substance
3) Style

The importance of structure
Structure forms the backbone of your article writing. You will start off needing to memorise every element as you write. So you’ll wonder if you’ve added elements such as disconnectors, or missed out the connectors etc. And like everything you learn in life, the elements will also become pretty automatic and you won’t have to think about it. But for starters, you’ll definitely need to keep working on the elements week after week until they become part of your writing. And that’s when you’ll have the structure.

But what about substance?
Substance is usually never a problem. You underestimate the knowledge you have in your brain. We all do. We think we know very little, until we start writing. And then we realise the irony of it all. We actually know too much. And we need to pare it down to article length and without overwhelming the reader. And as you practise (yes, there’s that word again), you’ll learn how to put a lot of that information you have in your brain, down on paper.

And this takes us to the final component of style
When cartoonists start out, they copy everything in sight. And their cartoon style looks a lot like the style of the cartoon they’re copying. And if they stop the copying process, or copy from just one cartoonist, they never get a style of their own. But that’s not how cartoonists work. They copy several cartoonists. And somewhere along the way the styles meld and merge. And the cartoonist gets his or her own style.
If you look around you, every type of learning is based on the same methodology of copying one person or one style, and then adding more layers of style. Until the style becomes uniquely your own.

**But you see the paradox looming up, don’t you?**
You realise that to have your own style, not only will you have to copy a lot of styles, but also write a ton of stuff as well. The more you read the good stuff, the more you’ll learn. But the more you cross-pollinate your reading, the more your style will develop. And then of course you have to write.

And then one day someone will say something like: “Ooh, I saw your article.” And you’ll say: “My article? How did you know it was my article?” And the answer will be: “Oh, I recognised your style.”

**And that will bring your learning full circle**
That’s the moment when you’ll realise you have structure, substance and style. And you’ll smile that happy smile knowing that the journey you started on has been more than worth it. That all those sleepless nights, the frustration, the $$&@#$&$$&@@ rants—they’ve all been worth the trip you’ve taken.

And that’s when people will look at you and call you a writer. And call you ‘naturally talented.’ And you’ll just have to say thanks and grin.

Your journey into the crazy world of writing will just have begun. So let’s take a deeper look into the instructions and examples that will enable you to do your assignments in a more comprehensive and diligent way than ever before.

P.S. In case you’re wondering about that additional half component, yes it’s just practise. You won’t get anywhere without practise. There are no good days and bad days when learning a skill. You just have days. And you have practise. The more you practise, the more skilled you become. It’s that simple.
The Instructions

In the pages to follow, you’ll have detailed course instructions. And you’ll see examples of how students on this course have executed those instructions.

You can use this section as a reference as you’re going through your live or home study course. Or even as a revision system in the future. Remember that article writing is an ongoing process.

It’s not easy, but it’s not hard either. What you do need is an enormous amount of practise. And the more you practise, the better you’ll get at learning how to write faster and with more power than ever before.

**The important factor is in understanding how change occurs**
Change occurs through constant practice. Diligent practice. But constant practice is very exhausting. We don’t give up because we’re lazy. We give up because we get exhausted. So we need to have a buddy. You need to have a buddy who can nudge you every time you get tired.

**So get yourself a buddy**
If you’re a member of 5000bc.com, you can do so in the Taking Action forum. If you’re not a member, you’ll either need to find another forum or have someone who’s going to read your articles on a regular basis. Among the most critical need of human beings is the desire to be heard. If you write in isolation, it’s easy to get tired. Easy to give up. If you have a buddy, you go a much longer distance. So get a buddy. And get started. :)

**Note:** Since these instructions are taken from the live course itself, there may be references to the live course, forums etc. You will learn to ignore the elements that don’t apply to you if you’re doing the home study course or doing a revision. The bulk of the instructions will make perfect sense and will give you the direction you need to get the job done.

There may also be a fair number of typos. These posts were taken directly from the student’s assignments. Where I have been able to spot the typos, I’ve fixed them. But if you see typos just overlook them, because the important factor here is how to get the job done, and not perfect grammar and spelling.
No. 1: Non-Work Articles

The first week is about writing articles that are NOT related to your business. You can write any article, and of any length, but it must strictly be non-business. You can write about dogs, coffee, your past, roofs, monkeys, sake—you get the idea. This part of the exercise is to get you in the habit of writing every day—and without judgment.

Instructions
1) Post an article every day. Yes, every.
2) That article can be about anything. About snails, mosquitoes, garlic bread, traffic safety. etc. (Avoid politics, religion etc).
3) I need you to learn to make the writing a habit. I don’t care about the quality of the article, and neither should you (for now).
4) Format the article with sub-heads, have paragraph spacing, make your sub-heads a different colour (I use maroon and not pink because of the contrast). It becomes easier to read both for you and for the others. Use bold for your sub-heads. Ask if you’re not sure how.
5) Write every day. You can see the examples of those who’ve already begun on this route in Daily Updates.
6) And yes, write every day in ONE post. Don’t go about creating new posts every single day. It’s too hard to track. If you start up a post that says: Maria’s Daily Update, keep adding to that one post every day.

In short:
1) Write every day.
2) Write in the same post.
3) Write. Don’t edit. And yes, formatting is critical.

Where to start your Assignment No.1:
Start up a post in the Daily Update. For now, just update your posts for the next weeks.
Every daily update post should look like this:
Week 1, Day 1
1) Time Spent Learning:
2) Time Spent Writing:
3) My learning for the day:

Then you post your article below

Week 1, Day 2
1) Time Spent Learning:
2) Time Spent Writing:
3) My learning for the day:

Then you post your article.
Examples: Assignment No. 1

Example 1:
Saturday: The Best Day of The Week

Saturdays meant the world to me as a child.

They shouldn’t have. Saturdays were the day I had to go to the market with my father. We had to board a train, stomp through a market which was nothing like your supermarket. It was noisy, it was messy and well, it was a lot like most Indian markets. Meat was freshly slaughtered, fish was right from the docks and on ice, and vegetables made up in freshness what they didn’t have in terms of refrigeration.

And there I was with my dad
We’d have these two or three market bags. They were made of some sort of reinforced plasticy sort of substance. And I’m sure they had some “poly-something” sort of plastic in them. Week after week, we’d take the very same bags and set off at about 8am. Yes, walking. We didn’t own a car. Most of India didn’t own a car, or a motorcyle for that matter. People took public transport everywhere.

The trip on Saturdays was very pleasant.
Most of India works like crazy from Monday to Friday, and to say the trains are packed is a sort of understatement. They’re packed more tightly than a can of sardines. But Saturday was slightly different. The trains weren’t quite as full, and so we’d get a seat. And anyway it didn’t matter that much, because the Byculla Market was just one stop away. We’d get in on one side of the train, and move towards the other side to get off.

Byculla market was fascinating in itself
But my trips to the market were special because of the treats. I remember the Regal Store. It was this big Irani Restaurant (a lot of restaurants in Mumbai were run by immigrants from Iran—therefore called Iranis). And we’d get this maroon coloured drink. I remember it being sour, big and chilled. It was called “Falsa” (pron: Faal-sah). I loved Falsa. Anyday with the world “falsa” in it was a special day. But Falsa was just one of the treats.

- By Sean D’Souza
Note: This second example is a recipe. It has some structure as you’ve learned, but it’s a lot different from the earlier example which was quite a free flowing walk back in time with my father. Your articles can have some structure, or lots of structure, or just be free flow. But let’s look at this article, because it has “some structure”. It’s still a non-work based article as you can see.

**Example 2: A recipe**
Learning Time: Drama pdf and 30 minutes of audio  
Implementation Time: 40 minutes writing, editing and formatting

**How To Throw Together Shortcut Chilaquiles**
When the family is hungry they’d be delighted to eat yummy Shortcut Chilaquiles tonight and not Real Chilaquiles two days from now...

**What are chilaquiles?**
Chilaquiles are a delicious mexican casserole made primarily with tortillas and salsa. One can dress up the chilaquiles with more spicy salsa, Mexican cream, Mexican cheese-blend and usually a protein such as chicken.

Real Chilaquiles are delicious but they can take quite a while to make. One must first cook the chicken, wait until it cools down, then pull it off the bone. The tortillas need to be dried up over a few days, then deep fried. The salsa can be prepared ahead of time but it still requires quite a bit of chopping and cooking.

**When you don’t have time to make Real Chilaquiles**
At the end of the day, your family is hungry and you don’t have time to make Real Chilaquiles. Which is a shame because they’re so filling and delicious. Instead of settling for pasta (again), you can make Shortcut Chilaquiles!

You might think that Shortcut Chilaquiles won’t taste as good as the real thing. And you might be right. But they will still be delicious. Shortcut Chilaquiles are a good compromise between speed and flavor.
Here’s my quick recipe for Shortcut Chilaquiles (serves at least 6 hungry people):
Prep Time: 10 minutes
Cook Time: about 25 minutes

Ingredients
1 package of baked Tostitos (baked won’t be as yummy but definitely healthier).
1/2 rotisserie chicken (or more if you want more protein in it).
1 bottle of red or green salsa. I recommend Herdez red salsa or La Costeña red or green salsa. With either brand you can select how hot you want it.
1 pint of sour cream
16 oz shredded mozzarella cheese.

How to assemble the Shortcut Chilaquiles
1. Pre-heat the oven at 350F
2. Shred the rotisserie chicken by pulling the meat of the bone.
3. Assemble the baked Tostitos on a large rectangular glass pyrex baking dish (fill to about half way but don’t overfill)
4. Distribute the chicken over the Tostitos.
5. Mix the salsa with as much sour cream as you like. If the salsa is a bit spicy for your taste, add more sour cream. Add the mixture to the Tostitos and chicken.
6. Add a generous amount of cheese to cover the whole thing by about at least 1 inch.
7. Cover with aluminum foil and put it in the oven until you hear the chilaquiles bubbling.
8. Once the chilaquiles are bubbling, uncover them and wait for the cheese to melt through and to brown a little before pulling the dish out for serving.
9. Serve as you would serve lasagna – family style.

Shortcut Chilaquiles are quick, easy and delicious
When you don’t have time to make Real Chilaquiles, Shortcut Chilaquiles will leave your family happy and satisfied – tonight! Go ahead, throw together some Shortcut Chilaquiles and let me know what you think.

- By Marina Brito (Alumni 2010)
Example No 3: Free flow example

Again we run into free flow. See how the article just unfolds. Stories have a natural flow to them, so telling stories gives the reader a unique insight while usually maintaining an in-built structure. You don’t have to think a lot when telling a story. There’s always a beginning, some drama point and an ending. And probably a moral of the story as well.

Have a look at this example:

Outline

Popeye – who is Popeye?
Fishing Story – What we were doing
The Problem – broken rods
The Results – My father’s frenzy
Popeye – His wisdom is imparted
Popeye – His wisdom is received – the party
Result – what is important in life

When my little brother was two years old he met my step-grandfather for the first time. He took to him right away, and christened him “Popeye” after the cartoon character, whom he vaguely resembled. Popeye was a gentleman. When he came I was always happy, and got to spend some time with him during holidays. He loved to go fly fishing and spend the afternoon in the middle of a trout stream.

When I was about seventeen, I went fishing with my family. Since I didn’t really like to fish, I was given the job of looking after my little brother. We would play games on the banks of the streams, listen to the birds, and make elf houses with bark and leaves. After watching my brother all afternoon I was tired and anxious to go home.

The fishing rods were put in the back of the station wagon with the glass upper window still open. As everyone was getting in the car to leave, I noticed that, although the bottom door was shut, the window section was still up. Worrying about the dust that might make my brother cough, I shut it. I didn’t realize it, but the fishing rod tips were sticking out a tiny bit on one side, and shutting the door chopped the tips off of three of them. I wasn’t even conscious of what I had done.

My father, leapt out of the car and went into a frenzy because he was so
upset and angry. But Popeye was almost as quick. Before my father could really start yelling, he came right between the two of us and in a loud voice commanded my father to “STOP!!!” My father, quite shocked, became quiet.

Popeye looked me in the eye, held my face in his two big hands, and said slowly, “I have something to tell you.”

I thought, “Oh no. He is going to tell me how terrible I am.”

He said, “I want you to know….. I want you to know… that there is nothing, absolutely NOTHING in this world…”

He paused. I waited, completely stressed.

“There is nothing in the world more important to me than you. And never forget it.”

It was only later that I found out that his fishing rods were antiques made by one of the most famous fishing rod makers in the US, and were worth about $10,000 each.

His wisdom lives on. This was a piece of the truth that he gave me, a priceless gift that I have never forgotten. Our time on this earth is so precious. And the anguish we can feel about breaking or losing things is a piece of our existence which is better to let go of with grace.

In our house, when someone breaks something, we stop everything and have a party. We sit down over some tea and cookies and celebrate how important we all are, but especially the one who broke something. If someone is present who does not know about Popeye and the fishing rods, we tell the story again, and toast his memory. Popeye taught me that happiness does not lie in the material world, but in the sharing of our treasured lives together with love and respect.

Thank you, Popeye.

- Elyn MacInnis (Alumni 2010)
Example 4: Yet another example of free flow
“Hey, Wiz!” my buddy called, using my nickname. “What are you going to fly in the Fleet?”

I shrugged my shoulders. “Jets, of course! What else is there?”

It was the summer of 1980. The Soviet Union had invaded Afghanistan, prompting the boycott of the Moscow Summer Olympics. The Iranian government had been holding US Embassy personnel hostage for six months. Ronald Reagan and Jimmy Carter were battling for the US Presidency.

I was aware of all this, of course, but I was focused on two things:
- I was about halfway through the Navy’s primary flight training;
- The movie “The Final Countdown” had been released.

Do you remember that movie? The aircraft carrier USS Nimitz encounters a freak storm that sends it back in time to December 6th, 1941 - the day before the Pearl Harbor attack. Kirk Douglas starred as the Nimitz commander, but to all of us flight students, the REAL star was the F-14 Tomcat, the Navy’s newest fighter aircraft. We could all see ourselves in the cockpit, dogfighting in the sky, heading back to the carrier at the end of the day.

The reality - and we all knew it - was that very few of us would actually get to fly them. The Navy’s method for choosing which student flew which aircraft was byzantine at best. There was only one certainty: the top guy in his class got his choice. I was determined to be that guy.

And that’s where things stood on that summer morning. I had just reported for my next training flight when the duty officer told me that my instructor had called in sick. A rare day off! I was gathering my gear when he said, “I want you to report to South Field - they need a sandbag.”

“Sir?” (The military version of “huh?”)

South Field was where all the helicopters were. Those eggbeater things. There was nothing sleek or sexy about them. They didn’t even really fly - they were just so ugly that the earth repelled them.
Such was my attitude when I met Major Green, a Marine who had flown over 100 missions in Vietnam. Marine instructors were notorious “screamers”, but he put me at ease right away. “Wiz,” he said, “we have several helicopters that have just been serviced, and I have to fly them to make sure everything is OK. I need a copilot - someone to sit in the left seat and watch for things I can’t see. All you have to do is relax and have fun.”

Thirty minutes later I'm strapped in, engine running, rotors turning. The major’s voiced scratched in my headset, “Ready?” I nodded.

And then it happened.

We didn't move, but the ground below us - and my stomach - just dropped away. In an airplane you have to taxi about a mile, rev up the engine, trundle down the runway, and finally get airborne. Not here. One second we’re on the ground, and the next thing I know we’re at 500 feet, traveling at 70 knots, and I have no idea how we got there.

First thing I noticed: I can see everything. I mean, EVERYthing. From my feet to my head, the only thing between me and the outside air is a clear plastic bubble. It’s like flying in a fishbowl. I was utterly fascinated.

After he finished his checks, the major showed me the world of helicopters. We flew down the Interstate highway, flying “formation” on the big trucks. He showed me how he used to drop off and pick up troops in the small clearings of Southeast Asia. He demonstrated the technique he used to rescue downed pilots (jet guys!) in the jungle. At one point we were even hovering at 2000 feet. 2000 feet! Zero airspeed! You sure as [hot place] can’t do THAT in an airplane!

Then he said those magic words: “You want to fly it?”

I had no idea what I was doing, and he never really took his hands off the controls. But I managed to get the helicopter to go where I wanted - sort of. But that didn’t matter. On the way back home I noticed a sharp pain in my face - I had been smiling so much, my cheeks hurt. My life had just changed.

And I smiled just as much when, a few months later, I graduated at the top of my class and wrote “helicopters” as my guaranteed choice.
I never saw Major Green again - never got the chance to thank him. I think back on the chain of events of that day. What if my instructor hadn’t been sick? What if South Field had another sandbag? What if Major Green had been a “screamer”? What if…

I shudder to think how the course of my life could have been altered had any of those circumstances been different.

I wonder what circumstances are shaping my life today.

- John “Wiz” Withers- Alumni 2009

Example 5:
And we go back to a bit of rigid structure. Structure isn’t bad if it helps you speed up things. The goal of these next two weeks is to really get into the habit of writing. It should not be a burden. And if structure is getting in the way, then drop it. If it’s not getting in the way, then use it.

In this case, Jason found structure working for him, so he used it.

1) Learning Time: 2 hours of audio
2) Implementation Time: I spent about 45 minutes writing.
3) Article:

Is MindManager Pro the best option for organizing your ideas?

What is MindManager Pro it good for?
In most cases there is a perfect tool for the job. When you want to put a nail into a piece of wood, the tool you are looking for is a hammer. That’s easy right? Well, if you ask an expert carpenter, you will find that, yes, the correct tool is a hammer. However, the expert carpenter will also tell you that the hammer that you are holding is a roofing hammer. It’ll do the job, but there are better options available.

What are other mind mapping software options?
If you do a search for mind mapping software you will find all types of options. There is software for PC, software for MACs, and even software for Linux. All these pieces of software will create mind maps, but just like our roofing hammer, they all have little differences.
I could go on to list all the software options and features, but it has already been done for you.

http://en.wikipedia.org/wiki/List_of_m...g_software
If you take a look at this site you will see that you have plenty of hammers to choose from.

**What makes MindManager different?**
Most mind mapping software has been created with very specific purpose in mind. They all want to help you get your ideas onto the computer screen. This makes them perfect for brainstorming. And to be fair, brainstorming is where mind mapping originated.

This is where MindManager Pro is a little different. Yes, you can use it for brainstorming, but I don’t think that’s why it was created. The strength of MindManager Pro over all other mind mapping software I have used is organization.

**What’s so important about Organization?**
MindManager Pro is perfect for organizing your ideas. Any time you have ideas that will need structure, and then you will need to move your ideas to fit the structure.

This is what MindManager Pro has helped me to do. I can put my thoughts into the computer, and then organize those thoughts in a structured logical manner.

**What are some of its secondary strong points?**
Once you have your ideas into the computer and structured to your liking, it’s important to be able to use those structured and organized ideas in other ways. MindManager allows you to export to a variety of programs.
• Microsoft Word
• Microsoft Power Point
• Microsoft Access
Not only can you export to specific programs, MindManager makes it easy to export to other file formats as well.
• PDF
• Images
• Web Pages
Is MindManager Pro easy to use?
Like any software, “easy to use” comes with practice. MindManager Pro is not more difficult to use than any other mind mapping software. It's not easier either. MindManager Pro does have a style to it that makes the important things easy to find.

This means you will be able to put it to use instantly and learn the specific features as you need them.

One of the first things you will notice about MindManager Pro is the cost
I have purchased the software. I know all about the cost. I didn't buy it right away though. I spend hours and hours trying not to buy it. I avoided it; I reasoned that it was too expensive. I even told myself I wouldn't use it enough to get my money's worth. So what did I do?

I used a free mind mapping software (Freemind) instead. It was good. I could do most of what I wanted with it, and I made do. I would have rather had MindManager Pro, but it took me almost a year to decide to purchase it.

What tipped the scale, and caused me to purchase MindManager Pro?
I slowly stopped using mind maps for organizing and structuring my ideas. Then it clicked, I had used the demo and mind map viewer, so I knew what it was like to use the software. It was easy. Not just easy to use, but easy to get my ideas organized and structured. I bought the software that same week.

There are many options out there for mind mapping software. I have not tried them all, but I have tried enough of them to know MindManager is the best for how I work. It is not a toy to use for a brainstorming session, but a tool to use for organizing and structuring your ideas.

What should you do next?
Take a few minutes to download the demo from http://mindjet.com/ and try it out. If it helps you with your organization and if it helps you with your structure, then the money spent will be a secondary issue.

- Jason Crowe (Alumni 2010)
So what’s the logic behind this exercise?
The reason why I’m asking you to follow this system of “forgetting what you’ve learned” is because your logical “left brain” is taking over. That part of your brain is a bully. It will kill all creativity. To be “creative” you need to let the action of the right brain emerge. And the left brain doesn’t like to play second fiddle. So it will fight.

But if you don’t use structure, the left brain has nothing to stand upon. Episodes and stories have a structure, but it’s free flowing. That’s what I want you to do. We’ll get to the left brain (rigid structure) later. Right now it’s time to have fun. And you can’t have fun if you take 4 hours to write an article, eh? However if the article demands some amount of structure, and it helps you write the article faster, then feel free to use whatever structure is needed. Just don’t try and cram everything you’ve learned. You will fail if you try. We’ve got time over the next 12-14 weeks to work on every element one by one. So trying to stuff it all in at this point is a sure recipe for frustration. Use what you need, and write. The most important thing is to just write!

Is outlining OK?
Yes outlining is more than OK. It’s critical. Everything you do in life should have some sort of basic outline. So outlining will help you tremendously speed up things. So yes, always have a basic outline—even if you’re writing a story from your past. It speeds up things. And that one reason alone is a powerful reason to take 5 minutes to outline.
No. 2: The Roller Coaster

Implementing the roller coaster
- What is the roller coaster?
- The importance of up, down and flat lines
- So how does the roller coaster work?
- Applications of roller coaster
- How to apply it to writing
- Examples
- Steps to implement the roller coaster + how to use forum colours.

The roller coaster
The roller coaster is just up, down and flat line at work. Just as a roller coaster goes up, down and occasionally flat, your article must have ups and downs and flat lines. So how much flat? Or how many ups? Or how many downs? That’s impossible to answer, because it depends on the article or story you’re writing.

If it’s a happy, funny story, you want to keep it happy, funny for the most part. But then you want to yank the reader back in. And for that you have to bring back the “down”

The importance of up, down, and especially flat lines
As for the flat line, you don’t need to worry about it. All articles have mundane information. What I’m typing and what you’re reading is mundane information. It’s a flat line. It’s needed And admittedly as you’re writing stories, you’ll find that you’ll have ups, downs and flat lines as part of the story. But when you move to “work articles” you’ll forget the amazing ability of stories. That’s why we have to learn to recognise and place ups, downs and flat lines. That’s why we have to have that roller coaster concept in place at this point

So how does the roller coaster work?
That’s simple. Where there’s sadness, bring joy. Where’s there’s a slow, languid pace, speed it up. Where there’s disgust, bring empathy. Where there’s darkness and confusion, bring light and clarity. The roller coaster is about contrast. That’s it. And contrast is about “opposites”. You want to call it “roller coaster” call it that. You want to call it “contrast” call it “contrast”.
And if you want to stick to up, down and flat lines as a term, well be my guest. What you call it doesn’t matter. What matters is that you use it.

**Applications of the Roller Coaster**
Note how it’s used in music. And here’s one video you must watch. But if you want to skip right to the point of how music used contrast, then here’s the link:


**How to apply it to writing**
You apply it by following the steps:
Step 1: Write the outline (as you’ve always done)
Step 3: Then go about writing your article—after doing the two steps above.

**Here are some examples:**
**Example 1: From expectation to disgust disappointment**

Ed and Jen, my best friends, are watching closely as I unwrap the present they have gotten me for the holidays. They are visibly excited. The wrapping falls by the way side to reveal a box with a computer-like image on the front. “It’s an e-reader. We know you wanted one!” they say. I thank them, open the box and turn on the e-reader. It powers on. 2 minutes later.

My heart sinks. I hate it.

**Example 2: From wild abandon to doubt**

So there I am, grabbing on for dear life to this Thai Fed-Ex girl that I’ve known for less than five minutes, while she zips through the pot-hole-y back-streets of Chiang Mai. I only have one spare hand to hold on to her, as my other hand is clutching the cardboard shipping box as well as my shopping. It’s a little precarious to say the least.
What am I doing? I ask myself. Is this safe? Am I sane? Was this really a good idea?
Our Honeymoon Vacation...To Be Or Not To Be?

My parents wanted to get my wife, Amanda, and me a fantastic trip for our honeymoon. Because we had paid for our entire wedding, my parents had the extra cash to splurge on a trip to the Atlantis Luxury Resort on Paradise Island in the Bahamas.

We excitedly got to the airport at the required 2 hours before departure time. Because we got to the airport so early, we were relaxed as we got to the ticket counter. But we were about to experience panic!

When we purchased the tickets, we used my wife's married name, Amanda Zommick. But her passport, which was produced years before, had her maiden name, Amanda Pham. Because the ticket did not match the passport, we could not board the plane. Our wonderful visions of laying out on the beach under the warm sun suddenly vanished. This honeymoon turned into a nightmare.

But maybe not. Perhaps there was a way we could get on the plane after all. The kind ticket counter lady confided to us that if we could bring in our marriage license as proof that Zommick was Amanda Pham's new married name, then she would let us board. We looked at the clock. We still had one hour and 45 minutes before our flight. Luckily we only lived 10 minutes from the airport. If we left now by taxi, we would be back with just under 90 minutes before our flight. We asked the ticket counter lady if that would work. She said that she would hold our spot if we could make it back in 30 minutes. It looked like we could still make our trip.

We dashed to the taxi line but when we arrived the our jaws dropped. The line was filled with about 50 people. That would take at least 30 minutes to wait for a cab. The limo service was out of the question. They charge $100 per hour with a 4 hour minimum. The bus had way too many stops. By the time we called a family member to drive to the airport, our time would be up. There was no way we were going to hitchhike and we were several miles away, so that jogging there would be much too time consuming. It seemed that we wouldn't go on our trip after all. But, I had one more trick up my sleeve that just might work.
I took out a $20 bill and told my wife to follow me. We walked all the way up to the front of the line to the person managing the taxi line. I quickly read his name tag as I walked up to him and said, “Darryl, how are you? I’ve haven’t seen you for years.” I put out my hand with the concealed $20, shook his hand, and dropped the $20 into it.”

“My wife and I are in a big hurry. Could you help us out with a cab?” I said. He just stopped and stared at me for what seemed 10 minutes, although it was actually just seconds. Maybe it was my imagination, but I thought I heard someone in line say, “Hey, what are those guys doing cutting in line?” My wife gently tugged my shirt and whispered, “Maybe this wasn’t such a good idea.” I could feel myself starting to sweat and get embarrassed about the seemingly stupid move on my part. However, maybe it wasn’t so stupid after all.

Darryl casually slid my $20 bill into his pocket, whistled for the next taxi, and with a big smile said, “Nice to see you again. Here’s your cab right here. Enjoy the day.” We both hopped in before the crowd realized what had just happened. We raced home in the taxi. The taxi driver waited outside while we ran into the house to pick up the certificate. “I think we might just make it, ” I said to my wife. She smiled as we ran into our office to grab the license and then we would jump back into the cab. “No, I know we’re going to make it,” I said. Suddenly, she turned to me with a face of panic.

“I can’t find it,” she said. “I was sure I filed it right here.” We were both frantically looking for it without luck.

“It’s got to be here...wait a second,” her voice trembled. “It’s at your mom and dad’s house. We left it there with all of the wedding paperwork.” I could feel my heart sink. “You’re right. It is at my parent’s house.” I said. I thought to myself, “Why did we leave it there?”
Out of frustration, I closed my eyes and then tilted my head back. Maybe next time, I thought.
When I opened my eyes, a big smile suddenly stretched across my face.

I was looking at our framed Wedding Certificate hanging on the wall. “I bet this will work.” I said to Amanda. We quickly took it out of the frame and raced back into the cab. When we arrived back at the airport ticket counter, the line was much longer than 20 minutes before when we
showed up the first time. Luckily, the ticket counter lady was still there and motioned us to come up to her.

“You two barely made it,” She said. “Will this wedding certificate work?” I asked. “That will do. Here are your tickets. Now get to your gate right away,” she told us.

We ran to the gate as fast as possible. My wife’s luggage strap broke as we bounced through the airport. I pulled a muscle in my leg jumping over someone laying on the ground. By the time we got to our gate, we were both covered with sweat and breathing heavily. We could barely speak as we gave the flight attendant our boarding passes.

What she then told us at that moment caused us to simply smile.

We started to laugh like you do when you’ve been awake for 36 hours and you are just giddy with exhaustion. After all of that drama, she simply said, “There’s been a slight mechanical delay. We should start boarding within 2 hours. Thank you for your patience.”

We finally did get on the plane and eventually had a wonderful time in the Bahamas.
Example 2:

**Headline: How Persistence Got Us Home**

8 AM flight from La Guardia canceled
A pleasant ride in the airport van
1 PM flight from Newark on time
Pilot late by an hour
Got lots of reading done on the flight
Suzanne didn't understand our voicemail
Should be home by 1:30 AM
Police pull us over
Aaaaaah, home at last. Can't wait to sleep.
Garage door battery dead, no key.
Walmart will be open
Got the battery but still no go.
Crash in a hotel

**How Persistence Got Us Home**

We only planned to stay for two weeks with my step-dad in New York City. But he's still grieving my mom's death from last summer, so he asked us to stay a little longer. Today marks a month of being here.

We have an 8 AM flight from La Guardia airport and are really lucky that our flight will get us out of town just before the snow. Our cab driver to the airport is chatty this morning and we learn all the details of his odyssey from Africa to here.

Curbside check doesn't work for our tickets they say, so we head to the main ticket counter to check in there. I feel good to be heading out this morning. We'll be home by 5 for 6 PM tonight.

But no. Our flight is canceled. We were due to fly through Chicago on the way to Phoenix, but Chicago's shut down with snow.

**No Worries, They Put Us On Another Flight**

That's great. They can still get us out today. The only trouble is that we have to cross the city to get to Newark Airport for our 3 PM departure. A cab ride would be more than $100. But there's a shuttle van that we can take for much less.
I guess shared travel adventures bring people together, because Emily in the seat ahead of us made the time pass quickly as we traveled from one airport to the other. I learned about import/export from Ecuador and how she brought her company from nowhere to a big success.

**We Check The Signboard At The Airport: Our New Flight Is On Time**

This time we're flying through Dallas/Ft. Worth, and should completely avoid the Chicago snow. With the time change we'll be in Phoenix by 8 PM. Not bad.

On board the plane, and buckled in our seats, the flight attendants announce that our pilot will be arriving late. He also is taking ground transportation from La Guardia, like we just did. Who knows? Maybe it's the same pilot who was supposed to take us to Chicago.

An hour later, our pilot steps aboard, and off we go.

**In Phoenix By 9 PM And Just Two Hours Drive To Home**

Thank goodness we’ve got a friend in Phoenix who let us keep our car at her house. You can almost buy a new car for the price of a month of parking at the airport.

Blaine left her a voicemail telling of our delay. So Suzanne will pick us up just outside the baggage claim on Terminal 3.

The weather is pleasantly warm even for December here in Phoenix. I perch myself on a big concrete barrier to wait. It's fun to watch people getting picked up by their friends and family.

“Birds of a feather really do flock together,” I think, as the hairstyles, demeanor and physical appearance of those waiting often match the ones who pick them up.

Soon the stream of travelers peters out, and we realize that we’ve been sitting here for 45 minutes. My feathers ruffle slightly. Where’s Suzanne?

**Turns Out She's Wondering Where We Are**

On the phone we soon find out that Blaine’s voicemail had been misinterpreted. She thought we were going to catch a cab and see her at home.
And catch a cab we did. In less time than it takes to roll a carry-on to the opposite side of the baggage claim, we were on our way.

**At Suzanne’s We Grabbed Our Car And Hit The Road by 11 PM**

Only two hours drive home to Sedona. It’s an easy drive, and the speed limit is 75 miles per hour, so you make good time.

Of course, easy is a relative term. It is 1 PM East Coast Time and we are feeling the weight of it. Conversation is almost nil, and I, the passenger, am fighting sleep as much as if I were driving. I don’t trust the driver’s state of mind, and I want the chance to see the last few seconds of my life, if we ever leave the road.

The first hour and a half is just a blur to me. I know my head is bobbing like a cork. Suddenly Blaine slows the car, and pulls off to the side. Blue lights are flashing right behind us.

I am almost too tired to care, but I keep my eyes open wide enough to watch the traffic cop do his job correctly. I guess the speed limit drops to 45 miles per hour about 5 five miles out of Cottonwood.

**Home At Last For The Weary Travelers**

Another half hour down the road, we pull into our driveway at quarter past one. I can almost feel the comfort of my bed as we pull up to the garage.

Our bleary minds can only laugh as it dawns on us that the batteries are dead on our garage door opener. We didn’t bring the front door key, and all the shops selling batteries are closed.

We try a service station, but no luck. Unless we want to spend the night in a hotel, the only choice is to drive back twenty miles to a Walmart in Cottonwood.

**We Can Handle It**

“What’s one more delay?” we think. And off we go to Walmart. Breaking a four year boycott we have held against that company, we’re actually happy that they let us in and have the battery we need.
Coming home, we’re on automatic pilot as we zig-zag down the road. If the cops could see us now, they’d probably think we’re drunk.

**But We Made It Back Again**
No accidents, no speeding tickets, and we’ve got the battery we need to let us in. I love how the body relaxes when you’re home. This will be the deepest sleep I’ve ever had. We push the garage door opener with a smile on our face.

**And nothing happens.**
We try again. Nothing. No response. We give up. We’ve been defeated.

And so we retreat to the safety of a hotel just down the road, where they’re happy to give us a 10% discount just for being local.
No. 3: Non-Work Outlines

Why We Write and Outline with Non-Work Topics
When you start writing or outlining, you’ll be tempted to write about the work you do. This is a normal, yet less productive strategy. Writing about something that you’re supposed to be an expert at, just causes you to feel frustrated.

This is because you feel you know your topic and should be able to write about it easily. However this exercise isn’t about writing about your business. It’s about learning how to communicate on paper.

And to do that your brain needs to relax. In every course that’s conducted, there are at least 20% of the students who aren’t happy with this technique of non-business outlining (and non-business articles). Yet at the end of the course they see the wisdom of using this system.

You want to make things easier for yourself—not harder. So when you’re starting to write articles, there are two distinct steps.

Step 1: Take on non-business related topics (narrowed down topics/angles are better of course).
Step 2: Never ever start your article without an outline.

There’s an amazingly quick way to outline. No longer do you have to sit and mope about what you’re going to write. All it takes is two-three bursts of five minutes each, a time-keeper, and the mind of a five year old.

So what do you have to do?
1) You need to come up with a topic. Any topic. Take any object in the room, or something outside your window—any object or topic will do.
2) You need to put on your five year old brain and not think, but just ask question after question after question.

Example 1:
Step 1: Start with any topic. Here’s a broad topic.
   e.g. Goal-setting.
Step 2: Come up with any number of questions (only 5 minutes allowed)
How do you set the goals?
Why set goals?
How to set realistic goals
Why only set realistic goals?
How to make sure that you achieve the goals
Why achieving the goal gives fulfillment
How many goals should one set at any point of time?
What if the goal is not achieved?
How to overcome failure of not achieving the goals
What if the goals are too hard to achieve?
Should the goals be shared with others?
Where should the goals be written down?
Should the goals be written down or just keep in the mind?
How can one set different types of goals like personal goal, business goal
How to easily achieve the goals?

**Example 2:**
Step 1: Another broad topic...
e.g. Baby Cot

Step 2: Come up with any number of questions (only 5 minutes allowed)
What is a baby cot?
Who needs a baby cot?
Which baby cots are unsafe?
What makes baby cots safe?
Why not get the child to sleep on the bed?
Where do you place a baby cot?
What materials do I look for when buying a baby cot?
What price ranges do I look for? And how come they vary so much?

**Example 3:**
Step 1: Start with any topic
Cotton Cultivation

Step 2: Come up with any number of questions (only 5 minutes allowed)
What is cotton cultivation?
What makes cotton cultivation important?
Where is cotton cultivated and why?
What conditions do you need for cotton cultivation?
Is cotton cultivation profitable?
What are the mistakes you can make with cotton cultivation?
How much labour do you need for cotton cultivation?
What government subsidies do you get?

And then we get a little crafty and add in some of the stuff we learned as part of the article writing outline. What were those things we learned? We learned things like objections, summary and next step, right? Let’s slam that in and see how it all works.

**Example 4: Football goalkeeper**

Step 3: Come up with any number of questions (only 5 minutes allowed)
Who is a Football goalkeeper?
Why is a Football goalkeeper important?
What can a Football goalkeeper do? What can’t they do?
Are there examples of great Football goalkeepers? Why were they great?
What allows a person to become a better Football goalkeeper?
What are the disadvantages of you being a Football goalkeeper?
Why can’t I be a forward instead of a football goalkeeper?
Summary
Next step

**Did you spot the objection in the last bunch of questions?**
And then we put in the summary and the next step. So slowly we’re inching ahead, aren’t we? We bring up these topics—conjuring them from thin air—and then we brainstorm for a solid five minutes. And as we do a few examples, we then start sliding in the objection/summary and next step. And voilà we get an outline.

Of course now that we’ve gotten all confident of acting like a five-year old, we can pretend we’re six-years old instead. And six-year olds are a little more complex than their five-year old counterparts. So instead of just taking on a topic like “stock market”, they take on something fancier, like “the stock market and a hung parliament”.

Example 4: How does the stock market react to a hung parliament?- that’s specific.
What is a hung parliament?
What will happen during a hung parliament?
How does the stock market react to a hung parliament?
Why does the stocks react bad?
Does that affect other countries stocks?
How long the uncertainty will prevail?
What are the other negative effects of a hung parliament?
When will the stock market return to normalcy?

Summary

So there you have it. Coming up with an outline should not take you seventeen thousand hours. In fact it’s good practice to avoid any topics related to your business and deal with non-business topics. The main goal is to feel as confident as a five (or six) year old would feel. Just sit there, pick a topic. And write down all the questions you can possibly ask.

Step 1: Pick a topic.
Step 2: Five minutes of questions on the topic.

Summary

1) Remember that you're focusing on adding one skill a week. So this week is about expanding on the core outline.
2) You don’t need to write articles. You need to do outlines this week. A minimum of 5 outlines. And you can go up to 12 outlines a day. The more you do the better you'll get at creating outlines.
3) If you feel you need to at least write a small article every day, do that. Don't let me stop you. But you first need to do your outline assignment—and only then, if you have time—should you write. The outlines are more important for this week.
4) Be aware that you should be outlining NON-BUSINESS related topics for this assignment. No business topics allowed.
1. **Topic: Making Quark**

Who:
- Who invented quark?
- Who came up with that name?
- Who eats quark?
- Who thought of eating dairy products that had been sitting out for days without refrigeration?

What:
- What is quark?
- What’s the difference between quark and cream cheese?
- What could go wrong when making quark?
- What is quark used for?
- What is similar to quark?

Where:
- Where can you make quark?

When:
- When can you make quark?

Why:
- Why would anyone make quark?
- Why does it take a week to make quark?
- Why is quark made with buttermilk?

How:
- How do you make quark?
- How long does it take to make quark?
- How do you feel if you spend a week making quark and then spill it all?

Can quark be used to make cheesecake?
Can quark be spread on bagels?
Is it hard to make quark?
Is it cheaper to make quark myself?
Do you have to make the buttermilk, or can you use buttermilk from the store?

Objections:
- Where can I just buy quark?

Next Step:
- Clean up the spilled quark!
2. Topic: Cleaning the oven

Who:
Who should clean the oven?
Who would like to have a clean oven?
Who cares if the oven is clean?

What:
What happens if you don't clean your oven?
What happens if you spill a quart of warm buttermilk in the filthy oven?
What materials and supplies do you need to clean the oven?

Where:
Where should you put the hot oven racks when you have to clean a spill?

When:
When is the best time to clean the oven?

Why:
Why should you clean your oven?
Why should you clean the oven more often than once every two years?
Why should you buy the type of oven with the removeable door?

How:
How long does it take to clean the oven?
How long does it take to clean the oven if you do it regularly?
How long does it take to clean the oven if you don’t do it regularly?
How long does it take to clean the filthy oven full of warm, lumpy buttermilk?
How do you clean the oven?
How do you get buttermilk out of the oven?
How do you find all the places that the buttermilk has dripped from the oven?
How do you clear all the smoke out of the kitchen?

Objections:
I’m supposed to be drawing cartoons, not cleaning the oven!

Next Step:
Have a glass of wine.
3. Topic: Audio Books

Who:
Who listens to audio books?
Who should listen to audio books?
Who wouldn't want to listen to audio books?

What:
What kind of books can you get on audio?
What kinds of books do you like to listen to?
What are the drawbacks to listening to audio books?

Where:
Where can you get audio books?
Where can you listen to audio books?
Where can you download audio books for free, without infringing on copyright?

When:
When can you listen to audio books?
When is the best time to listen to audio books?

Why:
Why would anyone listen to audio books?
Why are audio books dangerous?
Why are audio books good for kids?
Why are audio books dangerous for kids?

How:
How do you get kids to stop fighting over the audio books?
How do you get the kids to turn off the audio books and do something else?
How do you stop kids from interrupting your work, if they aren’t listening to audio books?

Objections:
Next Step:
4. Topic: Naming a Child

Who:
Who names children?
Who should name children?
Who should not name children?

What:
What should you consider when naming a child?
What makes a good name?
What naming traditions are there in your family?
What makes a bad name?

Where:
Where can you find ideas for names?
Where can you find out what names mean?

When:
When should you pick the name?
When does a child get named?

Why:
Why is a good name important?
Why would you name your child after a family member?
Why would you name your child after a character in a book?
Why do school children tease each other about their names?
Why do people shorten names?
Why do people have nicknames?
Why do some people have middle names?
Why do some people have names that are long lists?

How:
How do you find just the right name?
How do you pick a name that you can agree on with your partner?
How can you pick a name that makes all your relatives say, “What?!”

Can you do permanent psychological damage to your child by picking the wrong name?

Objections:
Next Step:
5. Topic: Homebirth

Who:
Who can have a homebirth?
Who chooses to have homebirths?

What:
What are the benefits of a homebirth?
What are the drawbacks to homebirths?
What risks are involved with homebirths?
What risks are involved with hospital births?
What if you want to have your other kids present at a homebirth?

Where:
Where can you have a homebirth?

When:
When can you have a homebirth?
When should you start planning a homebirth?
When is it better to have a hospital birth?

Why:
Why are most homebirths safe?
Why shouldn’t pregnancy and birth be treated like an illness or disease?
Why are doctors not needed for most births?
Why is a midwife a better choice for most births?
Why aren’t there more birthing centres?
Why did births start happening in hospitals in the first place?
Why would you want to have your other kids present at a homebirth?

How:
How do you find out more about homebirths?
How do you find a midwife?

Objections:
Next Step:
Masked balls
What are masked balls
Where did they originate
What do you do at one
What do you wear to one
What is the point of having a masked ball
Who goes to a masked ball
What would be a good venue for one
How many guests should one have
What sort of music would you play at one
What sort of food would you serve at one
What time of day is best for a masked ball
Can you have a themed ball
Is there a particular season that is good for masked balls
Who would enjoy a masked ball
Do you dance at a masked ball
What sort of decor would be appropriate
Would it cost a lot to host one
Why would you give a masked ball

Vision Therapy
What is it
Where can you go for it
Why would you need it
Who would need it
Who carries it out
What sort of rooms does a practitioner need
Do you need special training to do it
How long does the training take
What equipment do you need
How often do you need to go for it
How long is each session
Is it medically recognised
What are the benefits of it
How do you know you need it
How do you know when to stop
What does it cost
What sort of exercises do you do
Is it for boys or girls or both
Where can you train to be a vision therapist
The “Correct” Way To Do A Work-Based Outlining Exercise

The scary part?
There is no correct way.
Oh, well there is. But this isn’t getting us anywhere, is it? So let me explain.

It depends on your personality
If you watched carefully, when I was doing my non-work outlines, I was outlining 1000-word articles in just under six-eight bullet points. On the other hand, some of you were outlining a similar article with about 27 bullet points. If I tell the 27-bullet person to stream it down to 7 bullet points, it restricts their thought process. And similarly, if you ask me to write 27 bullet points (instead of 7) then I’m not a happy camper either.

So there isn’t a “correct” way to do this exercise.

But is there a “recommended” way to do this exercise?
Um, if you consider “recommended” as the way do things, then yes there is. So if I were sitting here in this cafe, and outlining details about this cafe, I’d start off with either a restricted sort of brain dump (general stuff) or the specifics.

So what’s the “brain dump?”
The brain dump would look like this:

Patagonia cafes.
What is Patagonia cafe?
What kind of beverages do you get at Patagonia?
What do you get for breakfast at Patagonia?
What kind of ice-creams do you get at Patagonia?
What kind of chocolates do you get at Patagonia?
Can you buy merchandise at Patagonia?
What causes people to flock to Patagonia?

Now that’s my kind of brain dump.
It’s kinda restrained or restricted, as you can see. Sure I can go nuts but
I’d want to stop there. That’s because my restricted brain dump is more around the main points that I’d want to cover, and not the intricate detail that may come from an unrestricted brain dump.

Now don’t get me wrong. I will do unrestricted brain dumps. I will often sit down and dump everything I can on a specific topic. But that’s more when I’m writing a book rather than when I’m writing an article (see mind map below for the unrestricted dump).

**So what you see above is a “overall view” of Patagonia cafes.**
That’s a great start. Now you can probably see that I have about six articles that I can write almost instantly, having done this “overall” outline. But I can choose to either write a para or so on each of the points above, or I can take each of the points and write a more detailed article.

So what would the detailed article look like?
Let’s take one of the points: Breakfast at Patagonia

**Breakfast at Patagonia**
- What’s dramatic about breakfast at Patagonia?
- How would you choose between the breakfasts?
- Which is the most popular breakfast? And why?
- What if you want a special breakfast?
- What’s the downside of breakfasts at Patagonia?
- A possible story of me eating breakfast at Patagonia
- Summary
- A final tip and next step.

**So now we have two kinds of outlines:**
1) General, bird’s eye-view.
2) Specific outline.

**But what if I try to write something specific and I miss out some points?**
No article is ever going to cover everything. So by that reasoning, no outline needs to have everything. On average every bullet point on your outline will expand to between 1-3 paragraphs when you write the article. So if you have about 8 bullet points, you have about 16-20 paragraphs. Which as you can guess, is a pretty substantial article.
However you may still want a work-based outline example, right? Ok, so let’s have a work-based outline example. And you get both the general and the specific.

**Topic: Headlines.**
General: Headline Mistakes

- What do we mean when we say: headline mistakes?
- Why headline mistakes are the most costly of all.
- How clutter dulls great headlines.
- How background graphics affect headlines.
- How subheads tend to be ignored (and why they may be more important than the headline itself).
- The mistakes of writing headlines with more than one thought.
- Why most headlines miss the mark with multiple audiences.
- Examples of mistake headlines (and fixes)
- Objections
- Next step.

**Specific Outline:**
How background graphics affect headlines

- What are background graphics?
- Why do they affect headlines?
- When should you keep a graphic and when should you drop it?
- Which graphics are the most useful? Why?
- And which are most destructive? Why?
- How do you know if your headline is losing out to a background graphic?
- Example 1 (before and after)
- Example 2 (before and after)
- Case study
- Next Step.

So there you have it. The “correct” way to write an outline is not as hard as you thought. And let’s just summarise what we’ve just learned.

1) Outlining doesn’t require a brain dump, but a brain dump can often be useful when creating a series of articles or even a book.
2) The method I use is to do a general outline of the topic. And then go deep into specifics.
3) The general outline can be used to write an “overview” article on the topic. However you can also then take each point from that general article and drill down to create 5-6 specific articles.

4) The specific articles tend to have 6-7 bullet points. That’s because every bullet point will tend to expand into about 2-3 paragraphs, which end up as a substantial article.

5) You may be afraid you’ll miss out some specific points in your outline. Sure you will. You can never, ever, cover everything. Cover 6-7 points and get out of there

6) Your friends are still “What, How, Why, Where, When, Objections, Summary etc.”

**Now you know what to with outlining, it's time to try your own work-based outlines.**

If you simply did a brain dump, then great, because you’ve got loads of ready-to-go material you can pick from. If you did a “general/overview” topic, then you still have plenty of raw content to create specific articles. And if you have just a specific article outline, then you’re still doing great.

**As you see, you can’t lose.**

And as you see, there’s no “correct” way.

Because all paths lead to great articles. And the more you play with the brain dump, the general/bird’s-eye-view and the specific, the more you’ll get a field for what suits you best.

P.S. That article took me about 1 hour and 20 minutes to write.

P.P.S. You may want to write articles in 45 minutes. And you will. But not right now. It takes enormous practice and if you keep at it, you’ll get there. Most days you’ll get a superb article done and dusted in 1 hour or less. And some days, if you’re sitting in a cafe, with a chai latte, it may just take a “bit” longer.

**What The Assignment Is About**

These are (as you guessed) work-based outlines. So yeah, you finally get to work. And yes, we needed all this prologue, all this warming up before we got to this point. In this section you’re going to find the going quite comfortable because of everything you’ve done so far. And work outlines are a lot like non-work outlines.
They’re just work-based.

So go ahead and do what you just did in Assignment 4—except now you’re adding a work element to your outlines. And you’ll find that both general and specific headlines play different roles. So go on this pathway of discovery and most of all—have fun!
Assignment No. 4: Examples

There are two examples below: One is Warren’s and the other one is Gina’s.

We’ll start with an example from Warren.
He’s taken a broad topic of ratios. And you can see how you can have a broad topic and then elaborate on it, or you can instead drill down to specific as well. Both are good. Broad/bird’s eye view type of topics as well as specific. They’re both useful.

Notice also how even a topic (broad or specific) can be split into two articles (or more) if the outline has too many points. And also notice how you can simply pull out a sub-topic from any of the points and in turn create another article by itself.

Yes, it’s a bit like Pandora’s box.
You’re going to have gazillions of topics to write on. And Writer’s Block is a whole load of you-know-what

So what’s below?
1) Warren’s topic on Ratios
2) Gina’s topic on Microwave Marketing Method (right to the point and works extremely well)

Ratios
Why do you need to look at ratios?
Are financial ratios enough?
What is the difference between performance ratios and productivity ratios?
What can ratios tell you about your business?
How many ratios do you need?
What difference does it make which number is on the bottom in a ratio?
How often should you look at ratios?
What issues are there with calculating ratios?
Are there any cases where you can’t compare ratios?
How can you use ratios from peers?
How do ratios help you compare different types of organizations?
Can you use components of a ratio when they have a different time frame?
Can you combine balance sheet and income statement items in a single ratio?

What kinds of rules or guidelines are there for building a ratio?

Can you create meaningless ratios?

Can you compare ratios with different time frames?

What value does looking at a ratio over time provide?

What do ratios have to do with benchmarks?

That one outline could become two articles (at the very least). So if we just randomly chopped it down the centre, you’d get this:

**Why do you need to look at ratios?**

Are financial ratios enough?

What is the difference between performance ratios and productivity ratios?

What can ratios tell you about your business?

How many ratios do you need?

What difference does it make which number is on the bottom in a ratio?

How often should you look at ratios?

What issues are there with calculating ratios?

Are there any cases where you can’t compare ratios?

How can you use ratios from peers?

**How do ratios help you compare different types of organizations?**

Can you use components of a ratio when they have a different time frame?

Can you combine balance sheet and income statement items in a single ratio?

What kinds of rules or guidelines are there for building a ratio?

Can you create meaningless ratios?

Can you compare ratios with different time frames?

What value does looking at a ratio over time provide?

What do ratios have to do with benchmarks?

Now of course we’d have to tidy up things a bit to make them individual outlines, but that’s 95% of the outline for two articles just there. And as you’ll notice, it gets deeper.

For example (and let me have some fun here...because I know nothing about this topic) :
Can you create meaningless ratios?
What are meaningless ratios?
How do they mislead?
How do you know you’ve got meaningless ratios?
Where does the problem begin, and how do you stop them from occurring?
Case study 1
Case study 2
Summary
Next step.

Gina’s Topic

Why the Microwave Marketing Method is doomed to failure
What is a microwave?
How does a microwave work?
What is the Microwave Marketing Method?
Why is the MMM so seductive?
Does the MMM work?
What are the alternatives to MMM?
How can I tell if I’m using the MMM method?
Why is avoiding the MMM so counter intuitive?
What is the MMM doomed to failure?
What is the first step to moving away from the MMM
No. 5 : Connectors

What the Assignment is About:
It’s about Connectors. Connectors are what forces the reader to stay locked into the story. Because as they read, the end of one para leads to another the reader is hooked. So we move back to writing “one” article a day.

The details are below.

What you need to do:
I need you to have connectors at least in between paragraphs. Whether you connect or disconnect, it should be deliberate. And in this case, you’re connecting.

You can connect using the words from the previous paragraph, or you can use the thought. Let’s take an extract from one of my articles and show you how I’ve used a connector:

It’s something on the page itself, but you can’t put your finger on it. And it’s causing a bit of a Reader Fatigue.

So what is Reader Fatigue?
Reader Fatigue is a scenario where something on the page is causing a bit of grief to the reader.

You can find the actual articles here:
http://www.psychotactics.com/art15-minutes-principle
http://www.psychotactics.com/artthree-website-fixes

As you can see the article paragraphs connect.

But what if the paragraphs in the article don’t have a natural connection? What if you’re jumping from one topic to another and you can’t see the connection. If that’s the case, simply slip in a line. e.g. If you’re jumping from “mountains” to “sea”, you can just write it like this: We took a look at the mountains. And now it’s time to look at the sea.
And so you can “create” a connection. And before we wrap this up, let’s see what we have to do to go forward.

What’s changed from your earlier assignments?
Earlier you were just:

1) Writing outlines.

Now you’re:

1) Take the outlines you’ve written, and choose ONE outline.
2) Expand that ONE outline into ONE article with connectors.

So to repeat what Assignment No.6 is all about...
1) You are now writing complete articles (preferably using the outlines you created in the earlier week). This will be your work-based article.

2) You will take the outline you created and then expand it into a complete article. This means you’re back to writing 6 articles a week with one day off. One article a day, and therefore six for this week.

3) Once the article is complete, you then need to go back and check if the end of the para is connecting to the next para.

That’s all.
Have fun. And don’t worry if you get things wrong. We’ll help you fix it. It’s more efficient to get it wrong, and know what to fix than to get it right by fluke.

Have fun. And chocolate of course.
No. 6: Disconnectors

There’s no word in English called disconnectors. But hey, we have to make up some words from time to time, right? So there you go, we just made up the word disconnectors. And in doing so, I created a disconnect. You started reading this paragraph expecting to read your assignment on disconnectors, and instead I went on a bit of a tour of the English language.

So what are disconnectors?
Disconnectors are just a way of getting the reader’s attention. As you’ve learned in The Brain Audit, you need to have ups and downs. And you learned when you were writing your stories, that you needed to have ups, downs and flat-lines. Well disconnectors provide that sudden up or down. They provide that sudden bump that forces the reader to take notice.

It creates this bump by breaking the flow.
Just as connectors lead me from line to line, para to para, disconnectors do the exact opposite. They provide a jolt. And as a reader, you feel the disconnect, and it creates a burr in your brain. When someone or something gets disconnected, you instantly want it to re-connect. But the moment things disconnect, your brain is activated.

Which is why you need to use disconnectors deliberately
Once you write with connectors, you automatically tend to connect. So in reality it’s hard to disconnect unless you’re really not paying attention to what you’re doing. But people are often tired or sleepy or just lazy, and they disconnect, and fail to reconnect. Or they disconnect without really understanding what they’re doing. That’s obviously a mistake. You need to disconnect deliberately.

And how do you create that deliberate action?
You follow one of these four methods.
Method 1: Objections.
Method 2: Stories
Method 3: Disagreeing With Your Premise or Main Idea
Method 4: Deliberately disconnecting and then re-connecting later.
Method 1: Objections
You’ve probably used objections in your articles. And anyway you’ve read about it in your notes and listened to it in your audio. And yes, you’ll have a week full of objections coming up later in this course. But let’s go over objections anyway.

Objections are simply the thoughts that pop up into our minds when someone suggests something. So if you wrote an article that said “Why Researching Articles to Death Is A Waste of Time”, there’s a clear objection (or two). The objection is: Are you saying that I shouldn’t research at all? Or: But research is critical to create an accurate case study. So objections pop up quite quickly in any article. And objections create a jolt, because it’s contrary to the flow of the article.

The question is: Where do you put this objection?
Should you put it right towards the end, where it usually pops up. Or can you instead put it somewhere at the top? Or in the middle? The answer is: You can put it anywhere you please. You are deliberately disconnecting and to do that, you are the one who decides where to put the objection.

Let’s look at two outlines to drive home this point:
Example 1: Where the objection is towards the end of the article
Research helps. But there’s a problem with research. And part of the problem with research is funded by lobby groups
Problem 2: The data is hand-me down
Problem 3: Facts that we know aren’t valid any more
So does this mean you should not use research in your articles? This may look like a research-bashing article when in fact it’s not. Research makes things interesting. So if you find it, use it.

Example 2: Where the objection is towards at the start of the article
This may look like a research-bashing article when in fact it’s not. Research helps. But there’s a problem with research. And part of the problem with research is funded by lobby groups
Problem 2: The data is hand-me down
Problem 3: Facts that we know aren’t valid any more
So does this mean you should not use research in your articles? Research makes things interesting. So if you find it, use it.
So you can have an objection pop up pretty much anywhere in the article. And that provides a disconnect. It provides that jump, bump, stump, rump that keeps the reader alert.

But of course the objection is only one way to create disconnection. The second way is to use stories.

**Method 2: So how do stories help?**

Stories are a very natural way of connecting and disconnecting at the same time. So how do they disconnect? When you bring in a story, you don’t have to necessarily announce the fact. A reader is instantly able to perceive when the article has slipped into a story format. And of course, we all lurrrrrrrve stories. So when you tell a story you’re making a detour. And that detour is a disconnect.

**But we need to get back on the road**

So the story must connect back to your main article. It’s all very fine to tell a story, but if it’s just a random story with no relevance to the article then you’re quickly going to lose your audience. So no matter how bizarre your story, you have to re-connect in some way.

And to demonstrate that point, let’s take an example: Here is an article I wrote about the topic of “Mental Digestion”. This article was published in 5000bc.com (our membership site).

**The Importance of Mental Digestion**

*Imagine 60% of your clients signing up, a week before you’re about to start an event. When we announced the Article Writing Course, and followed up, we got barely 40% of the seats filled. Then barely a week before the course, 90% of the seats filled up. 60% on the live course, and another 30% opted to take the Homestudy version of the course.*

**How did this happen? And more importantly why?**

*Why didn’t 100% of the customers sign up right after the exact moment we announced the course? Why do customers give all of us this nervous tension each time, instead of signing up right away (when they intended to sign up anyway).*
The answer is Mental Digestion.

**So what is Mental Digestion?**
In the year 1999, I was sitting in my office in Mumbai, India, happily drawing my cartoons in Photoshop on my 486 (um, that’s a computer back in 1999).

And the photographer next door had just ordered a Pentium. But I didn’t need a Pentium. I didn’t need to spend the money. I was happy with my 486.

Then I saw for myself how the Pentium worked. I saw how much faster it was than my 486.

And within weeks, I’d decided to buy a Pentium. What caused me to buy a Pentium, when I clearly wasn’t thinking of buying one?

It’s called Mental Digestion.

And the steps to Mental Digestion are...

----------
So you can clearly see how the story took you off on a path you hadn’t expected. And you got locked into the story. But the story wasn’t random. It was making a point. And when the point was made, it re-connected back to the main topic of “Mental Digestion”.

And as you would expect, a story sits well almost anywhere. It’s not a great idea to bring in a story too late in the article. As a general rule it’s best to bring a story in, in the first half of your article. You can push it past the first half, but bringing it in right at the end of the article creates too much of a disconnection.

You can leave objections for later. Objections sit nicely towards the end of the article. Stories need their prominence in the first half to get and keep the reader’s attention—and to make a point.

**Which takes us to Method 3: Disagreeing With Your Main Idea or Premise**
It’s easy to agree with an idea. That’s why you’re writing the article, isn’t it? You’re writing in order to make a point. When you disagree with your main
idea, it creates a jolt. And we're all experts in disagreement, but an example always helps.

**Example 1: Why Eating “Genesis” Apples Are Good For You**
I didn’t want to buy a Genesis Apple. It was priced at $3.50 a kilo and right besides the Genesis apples were perfectly good looking apples at $79c a kilo. Why would I pay 500% more when an apple is an apple is an apple?

**Example 2: Why It’s Critical To Increase Your Prices**
Most business don’t want to increase their prices. So don’t increase them. Decrease them. Decrease your prices by 50%. Then just as a big favour to clients, decrease them by another 25%. And you know what will happen next...

In both those examples, a point is put forward and then a counter-point bounces in right away. This creates a jolt, as you can plainly tell. But the counter-point is just a disconnector. It’s not meant to stay around forever. It comes in, makes a noise and then you’re back to your original idea or premise.

Which takes us to the fourth (and final) disconnector: Deliberately disconnecting the flow.

**Method 4: Deliberately Disconnecting The Flow**
If you’ve watched a TV soap opera, this concept of disconnection is a pretty every day occurrence. The plot is going nicely ahead and then the music changes and whoops, you’re in sub-plot. Of course you just manage to get the hang of the sub-plot and you’re dragged back to the main plot.

This is a deliberate disconnect. A deliberate method to yank you away from whatever you were watching to take you down another path. And then to re-connect you back again. In a way this is more like a “lost-cousin connector” than anything else. So what you’re really doing is bringing up a topic and then deliberately ignoring the topic for a while and then bringing it up again.
Examples: No. 6

Note: I’ve marked the disconnector paragraph in italics.

Have you ever been asked to put together a presentation to explain your numbers? Your first reaction was panic. After the panic passed what did you do? You pulled together every report you could lay your hands on? You then did one of two things. Either sat and stared at the numbers trying to figure out how to explain what was happening in your business. Or you ran through the numbers cutting out the ones you didn’t need. Until your list was so short, you had to start again.

When you finally got close to the presentation time, you stripped your numbers down to the minimum. And put them into charts. And agonized over how you were going to make the mess in front of you make sense to your audience. And you thought There must be a better way to do this.

There is. Let me tell you about someone who had a similar problem.

Advice from a Persian Princess
“The Arabian Nights” tells about a Persian King whose wife cheated on him. He had her killed. To avoid the pain and embarrassment of ever having a faithless wife, he devised a plan. He would marry a woman and have her executed the next morning. He continued his grisly life style until he married a woman named Scheherazade.

Scheherazade had no intention of being beheaded. She devised a way to survive the king’s plans. The first night before bed, she told her husband an exciting story. An adventure, with plenty of action and interesting characters. But she would stop before she reached the climactic conclusion. She promised to tell the king how the story ended tomorrow night. On the next night, she concluded the story and started another. She did this over and over for a thousand and one nights until the king fell in love with her.

You Won’t Be Literally Beheaded, But...
Making a presentation has its own risks. If you flop you will lose respect. It could cost you a promotion. Or even your job. You need to come up with an exciting presentation to deliver the message. And make sure your audience
understands what you tell them. The problem is how do you keep your audience's attention and clearly present numbers?

What you need is a story. A familiar theme so your audience can stay with you. And be ready to see the next installment.

But there are thousands of stories. How can I even find samples of them? Much less select the one to use in the limited time I have?

There may be thousands of presentations, but there are a limited number of stories they all tell.

**Just A Few Stories Will Cover All Presentations ....**
There are six basic stories you can use to explain any business situation. To any audience. Your board. Your sales team. Your investors.. Any audience at all. Let’s look at the six stories.

1) **Dragnet** - In the original television police show, the main characters investigate crimes. Their catch phrase is “Just the facts.” Your goal is to give facts. You will not draw any conclusions or convey any opinions.

   Your presentation will chart a few focused Key Performance Indicators (KPIs). You will also chart the main drivers of the KPIs. It doesn’t matter whether the KPIs or drivers are good or bad. Or whether they are rising or falling. You are just presenting the facts.

2) **Sherlock Holmes** - In the Sherlock Holmes stories the catch phrase is “Elementary, my dear Watson” Your goal is to explain why some measure is changing.

   Using the Sherlock Holmes story, you will chart several Key Performance Indicators (KPIs). You will then explain why the KPIs are going up or down with charts of the drivers that are causing the change. Make sure you make your analysis charts are clear and simple. In a word elementary.

3) **All Quiet On the Western Front** - With this story you want to show that your organization is performing as expected. You are focused on your goal And performance to day shows you on schedule to reach the goal. With no surprises.
Your presentation will chart a few KPIs to convey your performance. Each chart will include the current target for the KPI. You should also add a trend line to show your future performance at or above target. The trend line will re-enforce your message. All is quiet and going as planned.

4) Cinderella - In a Cinderella story you want to show how your KPIs were horrible but are getting better. You want to do more than just show improvement. You want to provide contrast between the past and your current stellar performance.

Your presentation will start with KPI charts. Each chart will include history far enough back to show how bad things were. And trends into the foreseeable future to highlight the dramatic change continuing. You want to show targets you have surpassed. You may want to include charts of your peers’ performance over the same period. To emphasize the fairy tale nature of your results.

5) The Little Engine That Could - In the Little Engine story, you want to show that your efforts are going to lead you achieve a goal. In short your presentation will say, “We think we can. We think we can. And we think we will.”

Your presentation will start with charts of your main KPIs. Each chart will include your targets. You will supplement your KPI charts with charts of the main drivers of your performance. The driver charts indicate the level of effort being applied to reach your goal.

6) Lost In Space - In a Lost In Space story your presentation is the robot. Your goal is to convey “Warning, Warning, Warning.” You want to alert your audience to a current or imminent problem. It could be a threat to your whole company. Or just to your function or business unit.

Your charts show the problem measured by one or two KPIs. You also want to chart the drivers that are potential causes of the problem. Finally you may want to chart high level KPIs to show the impact on your company. You want to include trend on all of your charts. Make your audience aware of the disaster which will befall your company if nothing is done.
What Do The Story Titles Have To Do With Your Business?
The titles were selected from books and television to make them easy to remember. Each title contains the key communication goal of your presentation. And knowing the goal will help you cut through the pile of numbers to include just those critical to telling the story of your presentation.

So stop worrying about your presentation. Try this simple approach to making your presentation quick, clear and easy for you. And your audience.

Select the story with the goal you need. Chart the that tell your story. Present your KPIs and drivers to your audience. And live to present another day.
Example 2:

Is your SLA under-achieving because it does not contain a philosophy of working statement?

I was looking forward to my meal
However, the waiter just plonked my starter down in front of me. The waiter did not give me a smile and there was no cheerful “enjoy your meal!” He didn’t ask if we wanted more drinks. He didn’t see if we wanted anything else. He simply turned and walked off. It was clear that he didn’t want to put any effort into his service. And the lack of service meant that all the pleasure at the food in front of me had evaporated.

I wanted to make a complaint to the waiter about the poor service. But when I looked back, the waiter hadn’t been rude or offensive. He had done his job. It was just that he hadn’t made us feel at all welcome or comfortable.

If only the restaurant had had a philosophy of working statement.

What is a philosophy of working statement?
A philosophy of working statement is a brief statement that outlines how two parties will work together. Specifically, it underlines the desire to work together in a professional and positive fashion.

I like to use a statement like this at the beginning of service level agreements. However, the statement can also be used as part of a company mission statement, or displayed in order acknowledgements and terms and conditions. A statement can even be posted in a reception area.

A philosophy of working statement should not be lengthy. The whole statement should be covered in two or three sentences. The statement is designed to be something that people can understand quickly and easily.

Something that our waiter could have understood and worked to.

What is the principle behind the statement?
The aim of the statement is to outline a spirit of working together that both parties sign up to. The fact that this spirit exists means that a working agreement is more than just about the delivery of goods or the carrying out
of a service. Instead the agreement is about how the goods are delivered or the service carried out.

This makes an agreement effective because the spirit of working can be addressed. If one party feels that the other is not working in the right way, they can be reminded of the philosophy of working statement. This reminder can either be given directly to the person concerned, or to more senior staff.

However, to make sure a statement works, all staff need to be made aware of it. So it should be included in documents that are to be read by everyone involved with a job.

*If the restaurant had had a philosophy of working statement then I could have raised our service issues directly with the waiter. Or I could have told the manager about how our experience did not match up to the restaurant's culture of service.*

**But does a philosophy of working statement actually mean anything?** Legally, the philosophy of working statement means nothing, because it is about the spirit of working together. However, there is a certain moral pressure on both parties to adhere to a spirit that they have agreed in writing.

If certain standards of communication are required in a contract then these need to be agreed and defined as part of the required service levels. If necessary, the service levels should be measured with key performance indicators – click through to this article for more information.

A written philosophy of working statement would have helped me raise the issue of poor service with the restaurant. It would have given me a good starting point to explain why I felt service was not up to standard.

**Here is a typical philosophy of working statement for a service level agreement**

“Both companies agree that it is the intention to work together in a spirit of co-operation. They agree to communicate professionally, openly and pro-actively.”
It is a short and simple statement. But those two sentences allow the service level agreement to say a lot about what is expected from the spirit of the relationship.

**So how can you use one to change the spirit of your relationships?**

To implement a philosophy of working statement, remember these three key points:
- Draft a suitable philosophy of working statement and include it in relevant documents
- Make sure that your staff are aware of the statement and of how they are expected to work to it
- Make sure that you go through the statement with the management team of other parties and that they realise that they must ensure that their teams are aware of the statement and how they are expected to work

---

**I never went back to that restaurant**

*I was left with the impression that they weren’t interested in providing good service to their customers. A philosophy of working statement would have told me otherwise. And it would have given me the opportunity to address the issue and maybe become a regular diner there.*

-------

**Example 3:**

**There once was a cyclist named Goldilocks**

Goldilocks went shopping for a new high end road bike. She tried the first bicycle she saw. This bike is toooo small she said. Then she tried the next bike. This bike is toooo big. Finally she tried the last bike and said. This bike doesn’t fit either

What is poor Goldilocks to do? She could not get comfortable on any of the bikes she tried. Goldilocks should buy a built to order bike.

A built to order bike is a bicycle that has a frame that is tailored to your body specifics, and riding style. The components are specified for your specific purpose and budget. You get to choose what type of material, how the bike will ride and absorb road shock, even choose colors and visual style.
No. 7: First Fifty Words

The First Fifty Words

**Most writers dread this moment.**
And you have reason not to. So why do most writers struggle with the start of their article? It’s a simple reason. They don’t know how to create disconnection. And you do. In fact if you’ve been following instructions (and I know you have) then you’d have done a pile of disconnections already. And that is going to hold you in good stead.

**You see this isn’t some random course**
This course has been very carefully put together to be a bit of a roller coaster. You started easy, you went uphill at personal articles, you coasted over outlines, then uphill again at connectors and disconnectors. And now it’s time to coast again. Because this week and the next is going to build on what you’ve already been doing. This week (and the next) will enable you to strengthen the skills you’ve already been sharpening.

**So that’s good news on two fronts**
If you’ve been a little behind with your connectors or disconnectors, then you get these two weeks to really brush up and take the concepts to another level, because the first fifty words is really another way to create disconnection. And if you’re already good at it, hey, it’s time to get outstanding.

**But enough prologue. How do we do the assignment?**
First make sure you go back and listen to the audio and read your notes. That’s really helpful at this stage to fortify the concept of the first fifty words. I’d suggest you do both. Not audio or text. Both.

**That takes us to the assignment itself**
As I said: The first fifty words are just another way to disconnect. And this means that if you’ve been using your disconnector in the body of your article, all you really have to do is bring it right to the top of the article.

There are different ways to create the first fifty words, of course.
The ways I use:
1) I just write the article. And find the first fifty words a lot later.
2) I get the first fifty words. Then I write the article.

1) Just write the article.
I often put in a story that seems viable at the time and then write the article. But often I’m blank. I don’t have a story or analogy (I’m a lot less blank than I used to be many years ago). So I don’t bother with the story or the analogy. I just stick to the what, why, how, etc outline. And by golly I stick to it. I don’t try to be cute by writing any weird bullet points. I just stick to the what, how, why, etc. What I need is to make sure I don’t get my head in a tizzy. When I have 400-600 words down, my head is more able to think. So I write.

Then later I look at the article. And boil it down to one word or one phrase. So for instance I wrote an article about “bullet points in copywriting” and I wasn’t sure what the first fifty words were going to be about. But then I looked back and I saw the article was about “how a single bullet causes customers to buy”. And so I was able to look back in my own history and see how “one feature” caused me to buy—or not to buy something.

So for example:
I bought an $8000 workshop on the basis of one bullet.

But for example:
I didn’t buy the Bose Speaker system when it first came out, because it didn’t have an input (yes, it’s technical stuff, but you get the point).

So once I was clear on my story idea/thought/direction I could then come up with a situation from my life that fit the picture. But I don’t need a situation from my life. I could use something else. Like an analogy.

But what if I’m blank at this point? Which I am. I can’t think of an analogy at this point (well it is 4:49 AM). So I go onto a forum and say: “Hey I want to ask a question. I have this concept of “one thing that stopped you from making a decision. Can you tell me a story/situation or analogy that fits the bill?” And people will come up with situations. So you see? You don’t have to use your story, or your analogy. You can use the power of the group. And get things done.
Which takes us to Point 2. First get the story, then write the article.

**Story? Where are you?**

I open the newspaper and there’s a story. I open a magazine and there’s a story. I go through life and I have dozens of analogies staring at me. If it’s a good one, I’ll file it away and write a story around it.

And as you read a ton of books or read stuff on the Internet, you’ll run into story after story. Or case studies. Or analogies. But let’s face it. The best analogies wind themselves into a story.

So for example when I talk about that fly that’s trying to get out from one window when the other window is open, is better told as a story. Sure it’s an analogy, but it’s better told as if I were sitting near the kitchen window watching the fly struggle madly.

Another analogy may be of “being stuck” and you may think of super glue. Or something sticky. And you can use the analogy as is, but it’s more fun to talk about the time when you (or someone else) used super glue. You see, stories are the currency of our civilisation. So yes, feel free to use analogies, but more importantly use stories when you can.

**To make sure this process is easier, I have to be clear about one thing.**

I have to be crystal clear about the direction of my article. So if I’m not clear, the first fifty words will not sit well, because I’ll be using the wrong story or giving the wrong example. And then struggle will set in and I’ll have to amputate the opening. We don’t want that kind of frostbite on our opening, so in most cases, I try and totally ignore the first fifty words until I’m pretty clear either about the story, or about the direction of the article.

**So in short, what should you do?**

1) Do what you’ve been doing with disconnectors. Write them.
2) Most disconnectors will sit nicely in the first fifty words, but write them as you normally would and then move them to the top.
3) If you’re stuck, make sure you just do the outline. No fancy outline. Stick to the questions. This will give you a clear idea of the direction of the article.
4) If you’re still stuck, you can post the idea on the forum e.g. I need an
analogy or story for this article on “being stuck”. Can you come up with something that signifies “stuck?”. And yes, post this on the forum. If you can’t come up with “any” ideas, keep doing this over and over and over and over, and over, and over, and over and over and over and over again. You can’t afford to be shy, coy or insecure. It will drive you crazy. Post it on the forum and you’ll get your analogy or story. Don’t try to be cute and waste time. Eventually you’ll get it, even if “eventually” takes the next six weeks. 
5) If you’re like me, you’ll also make note of some case studies or something you’ve read so you can use later. That gets you started.

**Most writers dread this moment.**
But you don’t have to. You have already been practicing for this moment for a while. You’ll get it. Give it a shot and you’ll never have a problem with the first fifty words.

Did I say never? Well never say never. But if you get stuck, go back to the group and ask for help.

**Important:**

**How To Put the Overall Thought and The One Word To Good Use**
Use the concept of overall thought and one word too. It will save you a ton of time when you need to write the first fifty words.

Example:
Overall thought = How to increase prices by 10% without losing customers.
One word= increase

If you choose a single word, it’s easier to find dozens of stories and analogies that relate to increase. If you put in even one more term e.g. ‘increase by 10%’, then you are restricted to stories/analogies that have a 10% increase. If you add even more words, e.g. ‘10% increase prices’, then you have even more restrictions in your stories and analogies.

Using the concept of overall thought and one word helps. Overall thought gives you the chance to keep your article focus always in front of you. The overall thought helps to guide you and your reader down a path. The one word does a slightly more focused job. It helps you save
time coming up with the “First 50 Words”. Because it’s so single focused, it’s easy (well, easier) to come up with the “First 50 Words”.

**So when outlining use the following.**

‘Overall thought’=
‘One word’=

And that will give your article solid direction.
Examples No. 7

Example 1: The Accidental Birth Of A Blockbuster Drug

Clinical trials are used to scientifically research a particular drug before it is available to the general population. First a group of patients are rounded up who meet a certain criteria. Then they must sign the study agreement, which has the legal disclaimers. Finally, they get their study medication and the research begins.

This is what is supposed to happen. However, during a cardiac research study in England during the 1990s, the researchers were in for quite a surprise. And one that they could have never predicted.

After the study, the researchers asked for their study drug back. A straightforward and standard request. But something extraordinary happened. Almost every single man in the study simply refused to give the study drug back.

The researchers asked nicely. No luck.
The researchers firmly demanded. No, again.
The researchers yelled and screamed and showed the study agreement to the participants. Nope, nada, nothing.
They were simply not going to get the study drug back.

What was so valuable about this study drug that patients would not return it after the trial ended?

Example 2:

When I was about 13 years old I needed a new bicycle. I was shooting up fast and had completely outgrown my old one. My parents decided they were going to buy me a full size bike because they were fed up of shelling out for new ones every two years.

The thing was I wasn’t really big enough for an adult sized bike. I needed to grow into it. So for the first nine months it was awkward and uncomfortable. After that I had grown enough for it to fit me.
Unfortunately, that’s not a luxury you can afford with a height adjustable desk, because if it’s the wrong size you aren’t going to grow into it.

Example 3:  
So you want to become a more effective Creative Problem Solving facilitator: Why the physical room set-up can make or break your session

Which part of the room set-up is the most important for you to pay attention to as a CPS facilitator?

• Is it the tables?
• Or the lighting?
• Or the flipcharts?
• Or the projector and screen?
• Or the temperature?
• Or the wallspace?
• Or even the food and beverage table?

Well, for your next session, don’t think about any of the above “little” details and watch what happens. Your CPS session will probably be doomed from the start.

Example 4:  
How a print audit save your business 30% in print costs

Dull
Dull
Dull
Dull
Dull

That’s the view that most people have of an audit. Accountants come prepared for the audit with their checklists and their spreadsheets. They analyse rows and rows of figures. Then the accountants nod wisely. They say that their analysis shows that the company’s accounts are in good order. The accounts have now been audited. But the whole audit exercise cost a shed load of cash and achieved nothing.

A print audit is rather different from an accountancy audit.
Example 5:
Ruining Your Health?

Most biking nuts will have ridden on a fixed wheel at some stage and a moment’s loss of concentration can rapidly inflict pain on the rider. Let me explain. A fixed wheel only has a single cog on the rear wheel meaning the rider’s pedaling pressure is always the same uphill, downhill or on the flat. So there are no gears to take the strain.

And if that wasn’t bad enough there is no freewheel function you have to keep pedaling and you actually brake or stop the bike by gradually slowing your pedaling and then back pedaling when the bike has slowed sufficiently to bring it to a halt.

So, there you are biking along and you forget you’re using a fixed wheel so you relax and stop pedaling and wham! Before you know it the pedals are making mincemeat of your feet and ankles because they keep rotating and clattering them as they do so.

Chairs with missing functions are a lot like fixed wheel biking, you can never relax in them. They always seem to be controlling how you move in them and inflicting pain with their lack of flexibility.

———

Example 6:
Are You Trapped in Social Networking Quicksand?

You probably have seen this scenario in many older action movies:

• Our hero falls into the quicksand  
• He struggles mightily to free himself  
• He grasps at nearby branches to no avail  
• The more he struggles the faster he sinks  
• Eventually he disappears into the sand while the sound of a single mournful cello swells and then fades away

This is a great dramatic moment in the movie as the hero sweats and struggles to free himself from the force of the quicksand. You may have that same suffocating feeling in your efforts to use social networking.
You are Tweeting and posting to FaceBook and maybe even doing LinkedIn. It started as a great way to reach customers. But then it turned on you and took over your life. You are struggling to keep posting and updating and responding to comments, and feel like you can never do enough.

Taking a look at how quicksand really works, gives us clues on how to deal with our social networking equivalent.
No. 8: Outlining/Sandwiching

Have you heard of full circle?
Full circle is when you start somewhere, and then you go round and come right back to where you started. Except you never ever come back to where you started. The trip around the circle has changed you in many ways. You know things you didn’t know, and are smarter. So the very same assignment is somehow different.

You’ll feel that difference when you tackle this brief assignment
So this week you go back to outlining. Not for the entire week. You’ve gotten faster and better at outlining and so you don’t need the entire week. So this week will be split up into two parts.

Part 1: Outlining
Part 2: Sandwiching/Next Step

Which when expanded, looks like this...
Day 1: Outlining
Day 2: Outlining
Day 3: Outlining
Day 4: Sandwiching/Next Step
Day 5: Sandwiching/Next Step
Day 6: Sandwiching/Next Step

So what’s the purpose of this return to outlining?
1) To make sure you have enough material to cover.
2) To re-look at the way you’re outlining and fix any glitches.

Reason 1: Enough material
As you know, it somehow seems impossible to keep coming up with things to write. Actually that’s not true. It seems that way because you’re strapped for time. Writing an article day after day is exhausting, not because article writing is exhausting. It’s exhausting because you aren’t used to it. It’s not automatic yet. Try speaking for fifteen minutes in a foreign language and it’s just as exhausting. But try speaking in your own language and it’s easy-peasy. But I digress...
What we need to do is re-stock our outlines. Sit down and write as many outlines as you possibly can. So the way to go about this is to come up with topics to cover.

First just make a list of topics. Then make a list of outlines that are required to fit that topic (see example below). This planning is critical as it forces your brain to relax (hah, force the brain to relax ) and brainstorm the topics and outlines, instead of just writing. This part is the important part. So let’s get it done. And then you have enough stock. But the second reason is more important...

**Reason 2: Re-look at the way you're outlining and fix any glitches**
Remember that the best outlines tend to have the core factors of: what, why, how, where, objections, summary, examples. If you’re ever stuck for an outline, then just answer the “how, what, why” etc. Don’t try to be clever, especially if you’re struggling. In fact, it’s clear to everyone else (and to you) when you take the shortcut and don’t do this outline structure.

When you don’t, your article suffers. It barely makes it to about three-four paragraphs. It looks anemic and undernourished. And it’s because of the lack of solid outlines. So if you’re stuck (now or any time in the future) just answer the questions.

**Examples**
These are my outlines. Yes, I still sit down and outline every darned thing. Notice they don’t necessarily have the what, how, why, when etc. But that’s because over time your brain is able to work out how to structure the outline so that it does encompass the how, what, why, when.

If you feel comfortable writing outlines this way (see below) then do so. If you need to write outlines that are eight-nine points or more, then feel free to do so. I just need to see a nice flow in the outlines. And if you’re struggling (and if your current articles aren’t quite up to the mark) then I sure as hell want to see what, how, why, when etc.

You’ll become a pro sooner than you think. For now do the hard graft. Follow the instructions.
Examples with how, what, why etc
Values of a Company.
What are values?
Why are they important?
Finding vs. Having
Objections: Why do I have to write down my values?
Test of value: Crisis
Values: Fuzzy?
Mistakes
Summary

Reporting and Analysis
What’s reporting?
What’s analysis?
The importance of reporting
Why analysis wins.
Red car
Insurance
accidents
etc. (do more research online on red car)
How what why examples etc.
Example of booklet on ‘How to get to design clarity’ is analysis.
Analysis is important and wins customers

And a mix of outlines with and without the “what, why, when etc”.

Topics:
1- Speaking
2- Strategic Alliances
3- Video
4- Social Media
5- Web Page Deconstruction

Week 1: Speaking
- How to improve audience participation.
- Warming up the audience
- Avoiding the ambush: Advance notice to groups.
- Examples: Teleconferences/Live Events/Forums/Protege forums/
- Mistakes + Forum Link + Resources + Examples
Week 2: Strategic Alliances
- Alliances vs. Google
- Contacting Alliances: The Fear | Punching Above Your Weight (e.g. Smart Draw/Mindjet)
- Deconstruction of A Letter to An Alliance
- A spam letter
- Follow up sequence via email | phone
- Mistakes + Forum Link + Resources + Examples

Week 3: Video Movement
- What You Can Learn From the 6pm News
- How to create Movement 1: Angles
- How to create movement 2: Moving objects
- How to create movement 3: Midshot|Longshot|Close up.
- Using slides to create transitions between live video.
- Mistakes + Forum Link + Resources + Examples

Week 4: Working with Facebook
- Why Social Media Matters
- Getting Credibility
- Getting Friends
- Importance of Comments
- Integration with other social media.

Week 5: Web Page Deconstruction: Testimonial Deconstruct
- Why Testimonials
- Types of testimonials (Range and link to objections)
- Details of testimonials
- Testimonial Media and how to use it.
- Mistakes + Forum Link + Resources + Examples

April

Topics:
1) Pricing
2) Pricing Continued
3) Connectors in Article Writing
4) Website Deconstruction
**Week 1: 4th April: Pricing**
- Yes-Yes Factor: Psychology + Built in upsell.
- The critical importance of NOT fiddling with the grid.
- Importance of bonus structure
- Across various industries/limitations.
- Will customers get ‘wise’ and not buy?
- Mistakes + Forum Link + Resources + Examples

**Week 2: 11th April: Pricing**
- Why Yes-Yes-Yes is a nightmare
- Mistake 1: Non-similar offering.
- Mistake 2: Gap in pricing.
- Mistake 3: Taking shortcuts
- Mistake 4: Bonus not most desirable

**Week 3: 18th April: Connectors**
- Two sides of a bridge
- Connectors: Start/Finish of article
- Connectors midway: Setting up a midway connector.
- Connectors and disconnectors.
- Mistakes + Forum Link + Resources + Examples

**Week 4: 25th April: Deconstruction of Graphics**
- Importance of Graphics.
- How it slows down the reader.
- Graphics vs. distracting graphics.
- Graphics vs. photos (how to choose a non-stupid photo).
- Usage of graphics/variations.
- Mistakes + Forum Link + Resources + Examples
Examples No. 8 (Outlining)

Why you need to apply primal branding to your small business

One thought: ideas in this book are the perfect recipe for small business branding
One thought: primal
First 50 words: story: ask biz owner what branding is and they will say “a logo”
Outline

• What is branding?
• What is primal branding?
• What are the elements of Primal Branding?
• Why is this so powerful for the small biz owner?
1. Easy to understand
2. Free
3. Fun to implement
4. Engages all employees (if you have any)
5. Makes you look at branding in a whole new way
6. You might actually do it!

Summary: Primal Branding is a concept that can help any small business build a brand on a budget
Next step: buy the book and get out 7 sheets of plain paper.

Use Duct Tape to Create Your Marketing Plan

One thought: Duct Tape marketing is simple system for well balanced small business marketing.
One Word: universal
First 50 words: Why is duct tape so universally known, used and loved. Perhaps story of the Duct Tape contest.
Outline:

• What is duct tape marketing?
• What are the 7 steps?
• Who can use duct tape marketing
• What makes it better than any other marketing system?
• How do I start duct tape marketing
Summary: Duct Tape marketing is a great tool for creating marketing tactics that drive the entire marketing cycle.
Next step: Read Duct Tape marketing online or buy the book. Build your own flow chart.

The Truth Behind Search Engine Penalties
One thought: Play by the rules or you’re out!
One word: rules
First 50: scenario of the missing site
Outline:
- What is a search engine penalty?
- How is a filter different than a penalty?
- What are the 3 main types of penalties?
- What are Algorithm penalty symptoms?
- What are manual penalty symptom?
- What are self inflicted penalty symptoms?
- How can you get out of the penalty box?
Example: the latest Panda update
Summary: the search engines are trying to keep the result as meaningful as possible, play by their rules
Next Steps review your site for problems before you get caught in the trap

One thought: Building a shed roof truss out of timber
One word: Repeatable accuracy
First 50: Story about making cookies
Outline:
What are we building?
What are the main components?
How to cut the components
How and where to mark out the shape of your truss
How to make the truss the same every-time
How to connect the Components
What to do with the truss when it is finished
Summary: Make a system to minimise your errors
Next Step: Look at the plans and work out what you need

One thought: Shed roof coverings
One word: Choice
First 50: Story about being in a sweet shop
Outline:
What are the main roof coverings? (2 points one positive and one negative for each one)
Mineral felt
Felt tiles
Cedar shingles
Clay tiles
Metal
Onduline
EPDM rubber
Green roof
Summary: Very individual choice, don’t just go for the default option
Next Step: Investigate each of the options further

**One thought: Constructing your shed roof**
One word: Constant checking
First 50: Like driving and checking in the rear view mirror
Outline:
Where does this start?
Have the walls and wall plate built
Have the trusses built
Have someone to help
Set up end trusses
Set up string line
Lift up trusses one by one + secure in place
Lift up sheathing and nail in place
Apply roofing underlay to water proof the construction
Summary: Follow the steps and take care
Next Step: Install the shed roof covering

**One thought: Pent roof sheds**
One word: Flattish
First 50: A bit like parts of Norfolk
Outline:
What is a Pent roof?
Why should I use a pent roof?
How is it framed?
How do I know what size timber to use?
What is the detail at each end of the timber?
What is the maximum and minimum slopes that I should use?
What sort of roof covering should I use?
Summary: Fairly straight forward to build don’t make completely flat
Next Step: Build it
No. 8 Examples (Sandwiching)

For me to wake up at 4 am is no big deal.

Most days I’m up at 4. And my brain is fully alert by 4:02 am. But it’s one thing to get started at the early hour. It’s quite another to have to get in a car and drive over 150 km to be at a speaking engagement.

I remember that drive quite clearly
I woke up at 2 am to practice. And as is usually the case, you don’t sleep very well the night before a presentation. Then Renuka and I got into the car and drove off to the venue for this 7 am presentation.

We got there at about 6:30 am and there was no one around
6:40 am. Still no one around.
6:43 am. Still quiet.
At 6:45 someone showed up. Then two more participants showed up as well. In all I had an audience of three. I’d done that crazy drive to speak to just three people. And that wasn’t the worst experience either.

We once got on a plane to Australia
We had someone who was organising a workshop for us out of Melbourne. We had to do the usual nutty drive (yes, another 100-200 km) into what was really a very small town. The venue wasn’t much of a venue. It was a bed and breakfast. And there was one ‘meeting room’.

The ‘meeting room’ had a pool table smack in the middle of the room
We asked if we could move the table. “Hasn’t been moved in about sixty years, mate,” came the answer. So we put a sheet over the table and made the best of the venue. And how many participants did we have? Two. One paying participant. One who was along for the ride. And of course the organiser. So let’s just say we had three.

I can tell you a ton of speaking stories
Some of them ended really well. Some on the other hand were utter disasters. Long drives, nutty audiences and less than desired results. But every presentation counts. Every presentation gave me another reason to fail and to learn from that failure.
Every presentation also gave me greater confidence and more tools to use in my presentation armoury. And there's no book I could have read, no workshop I could go for, that would even come close to substituting the value of standing before an audience.

I would encourage you to do the same. It's all very fine to sit behind your computer and do a screencast or a webinar. But getting in front of an audience will sharpen your skills like nothing you can imagine.

**Speak in the dumps**
Speak in the fancy places.
And you too will have some unmitigated failures and horror stories. And you too will learn how to improve your skills by using the ideas contained in these three books.

**I wish you the best. And I wish you the ‘worst’**
It all counts on your journey to be a great speaker—and a great sales person. Because in the end, only one thing counts.

And that is to get the audience to do something. Achieve that, and it makes waking up at 2 am, 4 am, or any weird hour, totally worth it!
Why Variation Is The Hallmark of Outstanding Presenters

Put on some Bach, Beethoven or Chopin. And listen to the music. What do you hear? You hear variation. The music races madly ahead. Then it stops. It goes softer, then louder. Then at a normal volume once again.

And variation isn’t just restricted to classical music. It’s pretty much everywhere you look. In cartoons, movies, speeches, art—you’ll find variation everywhere. And there’s an important reason why variation should be a critical component in your presentation.

It’s because a lack of variation is terribly boring
If all you do is blah, blah, blah from start to end without variation, you’re doing exactly what average speakers do. Like lifeless ghouls they advance from one slide to the other, never changing their tone, volume or rhythm. And even if their content is pretty interesting, the presentation tends to lack packaging. And variation is the magical packaging on which great presentations thrive.

So how do you create this variation anyway?
You do so with a change of rhythm, pace and volume. At least twice or thrice in your presentation, you need drop your voice down completely, to a whisper. And boof, the attention levels in the room spike madly as the audience leans forward to hear what you have to say.

And yet a whisper is only one method of creating voice
As you’ve probably figured out, you also can raise your voice to create drama. You could possibly speed up your pace. Or slow down. Or say something important, then say nothing at all for a few seconds.

So yes, variation rules, but how much variation do you need?
Not a lot actually. You can deliver most of your presentation—say about 80% to 85%—at your normal pace and volume. If you simply create variation at several junctures in the presentation, you’ll create enough change to keep the audience always alert.

But how do you know when to speed up or slow down?
Speeding up suddenly creates a flutter of excitement. So if you’ve got something exciting to say, speed it up. If you want to emphasise some fact, slow your speech down.
If you’ve got something really important to say, let your voice plummet to a whisper. And the members of the audience will listen intently, just as if you were telling them some state secret.

It’s hard to give you exact advice on when to go louder or softer, but if you choose to increase your volume, you need to do it very briefly. A loud volume is hard on our hearing for more than a few seconds.

If you persist in ‘shouting’, it’s more than likely that the sound engineer at the back of the room will reduce your levels. While there’s no reason why you shouldn’t raise your voice, just do it briefly. Then having made your point, move back to your normal volume level.

**The same applies to the whisper**
If you keep whispering endlessly, you’ve reduced a dramatic variation to a farce. A variation is powerful because it’s infrequent. And when it suddenly makes an entrance, it demands instant attention.

**What’s interesting is that variations don’t work in isolation**
In fact they work a lot better when teamed up with body movements. So when you suddenly go silent, it’s not just your mouth that snaps shut. Your body freezes as well.

When you get all excited and speak faster, your hand gestures, your face, your legs, they’re all excitedly moving as well. And this intense energy hurls itself into the audience, and they get excited or quiet too.

**Which is why it’s important to use the stage well**
Sure you can sit on a chair and wave your hands madly, but the effect is not quite the same. Which is why the most revered presenters on the planet aren’t stuck behind a lectern, but are out there moving purposefully across the stage like it were their personal fiefdom.

And they pace their presentation. Like some modern day Beethoven they hold their audience in a spell. And they never forget to bring in that subtle variation from time to time. Because they know it’s the tone, rhythm and pace that makes a presentation come alive.

And stay alive.
No. 9: The 3-Step + Next Step

The Importance of the 3-Point Article
A 3-Point Article is an article that is extremely effective, gets tons of readership and is an article you can write whenever you’re struggling to think of what to write. However, it’s not just an article that you write when you’re struggling. It makes a good type of article to write and you can do so as often as you choose. However in a struggle, this type of article will quickly get you out of the rut, and back into writing again.

So what does a 3-Point Article look like?
The format of a 3-Point Article is as below:

=================================================================
First Fifty Words
What we’re going cover is:
1-
2-
3-

Elaboration of Point 1
Elaboration of Point 2
Elaboration of Point 3
Objection
Summary
Next Step
=================================================================

A simple example would be:
=================================================================
How To Make A Great Cup of Coffee

First fifty words
To make a great cup of coffee we need three elements:
1) Clean coffee machine
2) Get freshly ground coffee
3) Avoid burning milk
First we make sure we have a clean machine
“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.”

That takes us to grinding coffee
“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.”

And finally we avoid buring milk
“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.”

Objection
Summary
Next Step
======================================
So what’s important in this method of writing?
You always list the elements first. You list Point 1, Point 2 and Point 3. And you don’t go into any detail. You just list. Then you re-write (or copy) Point 1 and then elaborate the details. Then connect to Point 2, then elaborate details of Point 2, then connect to Point 3 and do the same. And then you finish with the objection, summary, next step.
So why is this an easy way of getting unstuck?
It’s easy, because you can pretty much allocate three points to just about anything. You could talk about three reasons why a toaster should be used. Or three reasons why breathing is important before yoga. Or three reasons why you should invest in a Wacom Tablet. On any given day, you can pick an high level topic or a specific topic and find three reasons to write an article about.

e.g. High Level topic = Headlines
e.g. Specific topic = Headlines that distract readers

So from that we get a set of topics that could possibly be:
On Headlines

• 3 Reasons Why Headlines Attract Readers.
• How To Write Better Headlines
• Why Headlines Fail (And How To Make Them Work)
• An Analysis of Sales-Busting Headlines

Or if we go to the specific topic level...
Headlines That Distract Readers

• 3 Reasons Why Headlines Distract Readers.
• How To Write Better Non-Distracting Headlines
• Why Distracting Headlines Fail (And How To Make Them Work)
• An Analysis of Distracting Headlines

For how many days should you do this assignment?
You should do this assignment for the next 6 days. Mid-week, you will also get an assignment on ‘Next Step’. The ‘Next Step’ will be added on to your articles (in most cases), so you can comfortably slot that element in once you’ve got a few days of practice of the 3-Point article.

Examples of this type of article online:
1) http://www.psychotactics.com/blog/group-learning-benefits/
2) http://www.psychotactics.com/how-to-amplify-your-branding-with-a-signature-story
Part 2: Next Step

The next step should be really simple. And it is, if you are clear what you want the customer to do next. But hey, we all know what we want the customer to do next, and yet there’s still a bit of doubt. Are we doing the next step right? Or not?

So here are three methods for implementing the ‘Next Step’
Method 1: Editorial Next Step
Method 2: Sales Next Step
Method 3: Embedded Next Step

Let’s examine all three of them a little closely, shall we?

Method 1: Editorial Next Step
In every article your core goal is to get the reader to experience a new world. The reason the reader reads your article at all, is because you’re taking them on a new journey. This journey depends on what you’re covering in the article. You may be showing the reader ‘how to increase prices without losing customers’. You may be showing them how to ‘fix a roof on a garden shed’. You may be asking them to watch the video on ‘One Man, One Cow, One Planet.’

In every case, you set out to change, or at least nudge the customer into doing something. That was your goal right from the start, or you wouldn’t have written the article in the first place.

So your final take on most articles would be to nudge a reader to move to the next step.
And this is what I’d brand an ‘Editorial Next Step.’ In effect the editorial nudge has no sales activity in it at all. It’s just saying something like:

a) Read more articles on pricing strategy.
b) Read the continuing series on how to create more durable roofs.
c) Watch the video on ‘One Man, One Cow, One Planet’ because it will help you understand what’s happening to our soil.

The Editorial Next Step is just the push to get the person reading the article to do something. And in a way, the nudge is what the reader is expecting to
get that nudge. It’s a signal that the article is done. So when you look at the ‘moral of the story’ in fairy tales, you notice the same nudge.

**The story ends and there’s a moral**
That’s an example of an Editorial Next Step. Which is all very fine, if all you want to do is ‘complete’ an article, or get the reader to read or do something. But what if you want the reader to buy something as well? Ah, that’s the ‘Sales Next Step’.

**Method 2: Sales Next Step**
The Sales Next Step is simply a call to action to buy something. Or do something that is more than likely to lead to sales. But how would you know if the nudge is leading to sales or editorial? Well ask yourself this: Will the customer feel a bit of resistance when they go to that next step? If so, then it’s a Sales Next Step.

So if the customer has to fill in a form, opt-in, jump over some barriers, sign up, pay for something etc., then it’s a Sales Next Step. The Editorial Next Step feels like friendly advice. e.g. “Hey see this movie, or you really should read this book, or go read other articles, or watch this YouTube video”.

The Sales Next Step is different, and you know there will be at least an iota of resistance when the person reads your message. And it’s more than likely that your message will be ‘salesy’ e.g. Sign up for this course; Sign up for the workshop, etc. Which leaves us with just one last method to the ‘Next Step’: The Embedded Next Step.

c) **Method 3: The Embedded Next Step**
You noticed the ‘One Man, One Cow, One Planet’ nudge didn’t you? And you did feel curiosity when I mentioned it once. Then I mentioned it again. And then again at the start of this paragraph. Now imagine I never once told you to see the documentary, you’d still be slightly eager to check it out. And the reason was that the information was embedded as ‘editorial’ content.

For instance, if I’m writing an article on Pricing Strategy, and I give examples of how we did the 5000bc.com pricing strategy, then I’m embedding a next step. When I’m writing an article in 5000bc and give you information about how we conduct The Brain Audit workshops, I’m
embedding that next step into the article.

And the embedding is clearly a sales pitch? Or is it? Some people may not see the sales pitch in it at all. It may appear to be 100% editorial. And that’s the beauty of the Embedded Next Step. It has no next step involved. It’s not asking you to buy anything, there’s not a link in sight anywhere, there’s nothing. But part of, or the entire article revolves around the product or service.

**Time for some examples...**

a) How We Consistently Increase Prices Without Losing Customers (And this article may contain the strategy of how we’ve increased The Brain Audit prices from $20-$119. And how it’s actually increased sales).

b) Will Customers Buy On Trust And Reputation Alone? (And this article may contain the story of our product on ‘Blackbelt Presentations’ and how we generated $30,000 on the weekend, without a sales page—and on trust and reputation alone).

So as you can see, the Embedded Next Step is kinda like a case study in the article. It doesn't have to smother your article. It just has to be reasonably prominent.

**Example, Example...**

Let’s take the example of: Will Customers Buy On Trust and Reputation Alone? In that article I can write about the concept of trust, about the concept of what causes people to trust, give them examples about the ‘Black Belt Presentations’, but also give them examples of how Jack Johnson fans will buy the next album based on an announcement alone. Or how Apple will sell a new product without really having the product on the shelves yet.

We’ve covered a lot, so let’s just summarise and then see where we can use these three ways to use the ‘Next Step’.
Summary:
1) The Editorial Next Step is to get you to do/read something.
2) The Sales Next Step has more resistance involved. And involves some sort of sales pitch, no matter how minor.
3) The Embedded Next Step has no links, no call to action, nothing. But it becomes the focus of the article. It becomes the primary case study, possibly secondary case study as well. And sure it can share the spotlight with other case studies too. But there’s no call to action. That’s why it’s called ‘embedded’.

So where do we apply these next steps?
1) The Editorial Next Step is usually placed inside the article itself. Often just after the summary. It’s more than likely to be the last few sentences of the article, though it can appear before the summary from time to time—but that’s rare. (You’ll see an Editorial Next Step at the end of this article as well.)

2) The Sales Next Step has a clear demarcation. It sits away from the editorial, and it’s clearly a sales-based nudge. Anyone looking at it should be able to tell it’s a next step leading to some product/service offering. (You’ll see a Sales Next Step after this article.)

3) The Embedded Next Step is embedded in your article itself. The ‘One Man, One Cow, One Planet’ could have been an embedded next step, if I had any financial gain, but I don’t. Besides this article is long enough, without having to bear the weight of a few cases studies as well.

So there you have it.
Three ways to get the customer to the next step. Now insert it into your articles. You can insert just the Editorial Next Step or both Editorial and Sales. Or all three. Be clear what you want the customer to do, and they’ll do it. Because you’re the one who provided the next step for them to take.

So we’re still on Assignment No.10, and now all you have to do is put in an Editorial Next Step. The Sales Next Step or The Embedded Next Step is optional. But you may want to try it.
Note: If you haven’t already read the three-part series on ‘Black Belt Presentations’, you should do so. There’s no series that goes so much in-depth into how to control your slides, your presentation delivery and your audience. And you’d be better off having a look right away, before the price goes up again.
http://www.psychotactics.com/products/black-belt-presentations

Sandwich and next step can be in the very same paragraph/sentence. Or before. Or after.

Let’s say the opening was: Superman being exposed to Kryptonite. And the main story is about toxic clients.

1) Scenario 1: Same sentence.
2) Scenario 2: Sandwich Before.
3) Scenario 3: Sandwich After

1) Scenario 1: Same sentence.
Get rid of toxic clients and you too will fly faster than a speeding bullet in your business.

2) Scenario 2: Sandwich Before.
Toxic clients can be your Kryptonite.
Get rid of them by using the three steps above, and you’ll be a much happier business owner.

3) Scenario 3: Sandwich After
Toxic clients need to be booted out of the door as quickly as possible and it will save you a whole lot of pain and tension in the long term.

It’s about time you went back to being ‘super’, don’t you agree?
No. 9: Examples (3-Step)

How to tackle the Garden Route

When I was a little girl living in a small town in Zimbabwe, I remember hearing about Mr Bahadur. “Dad has to go to Mr Bahadur on Saturday,” my mother would say.

And one day, I got to go along too.

Mr Bahadur had a dim, strangely-scented shop in the next town along from ours. He was a sparrow-like man with a sing-song voice and he was very good at his job. He was a tailor and he took great care in crafting finely-detailed suits. My father still wears those suits some 35 years later.

Whenever I hear the words ‘made-to-measure’ I think of Mr Bahadur.

Your Garden Route itinerary should be tailor-made by and for you

That means fitting and adjusting until every detail is a perfect fit for what you want to achieve with your holiday. How can you do that? Well, you have three broad options to get started with. Let’s take a look at what they are.

Possibility #1 - Straight-Up (or Down)

Going straight up or down means you will start in one city and end in the other. Essentially, you leave from Cape Town and drive steadily along the Garden Route to Port Elizabeth. Or you opt to do the journey in the opposite direction. In all you cover up to 900km and will need a minimum of 4 or 5 days to enjoy this option.

With the Straight-Up approach you have to make an either/or decision between the R62 and the N2 for your route to travel between Cape Town and George. Excluding one or the other can mean that you miss out on some amazing opportunities to add an extra dimension to your trip, unless you have time to engage in some back-tracking.
Now, what if you can make a little extra time?

**Enter Possibility # 2 - a circle with a ‘stalk’**

With this option, a somewhat-squashed circle connects Cape Town and George using the N2 and the R62 routes, and has a big Garden Route Exploration Stalk that heads eastwards from George as far as Storms’ River (if you choose to go that far).

Your mileage is a little higher with this route because of the backtracking – in total about 1,300km. I would recommend at least 7 days to do it justice.

In case you think that means you are based in George, let me clarify: no, you are not meant to base yourself in George. In fact I strongly recommend that you base yourselves elsewhere as there are definitely far more interesting places to stay!

George is just the jump off point for the ‘stalk’ which is out-and-back journey over the same stretch of road. But before you get into the details, what about the last approach?

**Possibility # 3 - a series of rambles and circles**

The first ramble is through the Overberg and Whale Coast as far as De Hoop Nature Reserve. From there you head up to George and do the Garden Route proper – the same out-and-back on a stalk that I mentioned earlier.

Once the stalk is under your belt you drive over the mountain pass to Oudtshoorn and do a Klein Karoo circuit. Then you complete the overall circle by travelling back down Route 62 to Cape Town.

**Which approach you use will depend on time and...**

...it will also depend on budget because more time on the road requires more budget. And of course season is always a factor. But for most people, they find they are limited by time.

If you have enough time, seasons and interests become more important.
Depending on exact rotes, this option could cover 1500km and need 10 days to enjoy it at a leisurely pace.

During whale season (June – November) it obviously makes sense to include the Whale Coast. And your interest may or may not run to the spectacular Klein Karoo circle north and east of Oudtshoorn - which is one of my favourite parts of this region.

**Without playing favourites - which is the most flexible approach?**

I would say that the second possibility - circle with a stalk - is the option you can most easily adapt to include a adventure, nature, beach and town experiences as well as adjusting for different time frames. I think it's the most flexible approach of the three. Just look at what is possible...

- You can go bungee-jumping or spend a night on a safari experience near Mossel Bay.
- The coastal stretch from George to Storms River is great for beaching plus all sorts of adventure, water and nature-based activities including whale and dolphin watching
- Knysna and Plett are also great for slightly less rustic things like shopping, eating and golf
- And finally, Oudtshoorn and the R62 offer wonderful history and down-to-earth places in the Klein Karoo landscape which is very different from the coastal plain.

**When would the Straight-Up approach be best?**

Opting to go Straight-Up is good if you want to go as far as Addo or somewhere else in the Eastern Cape to go on safari. It’s also the shortest option, so it comes into its own when time is at a premium.

**The devil is in the details**

No matter how much or little time you have, your Garden Route vacation will reward you for taking time to plan carefully. The more effort you put into the detail at this planning stage, the more likely you are to be still reminiscing over your tailor-made holiday in 35 years’ time!
Example 2: How To Prevent Kidney Stones

Imagine that you are experimenting in your kitchen one day. You take a glass and fill it with water. Now you pour in some salt. When you mix up the water, the salt disappears. Add a bit more salt and do the same thing. The salt vanishes. Now for the interesting part.

Pour out some of the water, and you'll see something pretty cool. The salt is now crystalizing along the inside of the glass. This is exactly what happens in the kidney when it loses water. Stones start to crystalize. Then they get bigger. Then they block the kidney. And then they cause pain.

Now, let's discuss three ways to help prevent kidney stone growth and stop these pain episodes:

1. Hydration
2. Dietary Changes
3. Supplementation

The first way to decrease kidney stone growth is by keeping adequately hydrated.

This means drinking water. And lots of it too. Many patients ask exactly how much water to drink. Two 16 oz bottles? Eight glasses? The key is not how much you drink, but how much you urinate. And ideally, for those with kidney stones, you want to urinate about 2 liters of fluid per day. So, on a hot day or a day that you exercise, you'll drink more. And on a cool day or a day that you're a couch potato, you'll drink less.

The other way to stay hydrated is to avoid fluids that can dehydrate. These include caffeine products, such as coffee, tea, and sodas. These also include alcohol, such as beer, wine, and hard liquors. All of these fluids literally tell your kidney to dump water out of your system. Which can lead to dehydration.

The second way to prevent kidney stones is with dietary changes.

Salt is a big factor in stone formation. By ingesting a large salt load, the kidneys must filter this salt and require extra water to do it. This can also
lead to dehydration. So, avoid adding excess salt to foods.

Many people feel that eating calcium products, such as milk, cheese, and ice cream, can lead to more stones. Paradoxically, when you don’t take in calcium, the body actually produces more stones. Also, by stopping calcium intake, the bones get very brittle and weak in a condition called osteoporosis. So, keep on eating your favorite calcium foods.

The third way to decrease kidney stones is with nutritional supplementation.

There is a very important compound that helps prevent stone formation in the kidney. This compound is called citrate. Citrate can be found in lemons, but you would need to ingest several lemons per day to get an adequate intake of citrate. A supplement, like one called Citurol Plus, is packed with citrate. By taking this supplement twice daily, the citrate levels are kept high enough to help decrease stone formation.

Do you mean that I have to give up my coffee and soda forever?

No, not at all. But, the key is moderation. I have some patients who literally drink a 6-pack of Coca Cola every single day. This is not healthy. But, an occasional caffeinated beverage with a meal is okay. But when you get thirsty, then water is a perfect quencher.

To summarize, the best ways to decrease the stone formation are hydration, dietary changes, and supplementation.

The next step that I recommend is to begin to carry around a bottle of water with you wherever you go and sip it constantly. Also, avoid adding salt to your food and decrease the amount of caffeine and alcohol you drink. Finally, replace the citrate with a high quality natural supplement, like Citurol Plus, to help fight those stones.

And, the next time your child needs an interesting science experiment, you’ll know what to suggest.

For more information about Citurol Plus, go to www.USONV.com and click on the nutritional supplementation section.
Example 3: Three reasons why your print prices will rise

The birds are singing.
Daffodils and primroses are in flower.
It is beginning to be possible to have lunch outside.
The seasons are finally changing and spring is here.

But for print buyers there is another less welcome change.

Print prices are on the rise
Not all buyers have come across price rises yet, but over the next few months this will become a much more common topic of discussion. There are three reasons for rising prices:
- Industry consolidation
- A reduction in capacity
- A change in printers’ mindsets

Industry consolidation
In the UK, the recent acquisition of the St Ives web division by Walstead is just the latest chapter in an increasing number of industry mergers and consolidations. These consolidations show a growing trend by printers to buy extra operations and run their business from more efficient factories with less presses. There can be little doubt that there will be some factory closures as a result of the St Ives acquisition. Acquisition and consolidation are leading to reduced capacity in the industry.

Reduced capacity
There has been a reduction in industry capacity as some very major print plants have ceased to trade recently. In Europe Schlott Group has fallen into administration and this has resulted in a major shortage of gravure capacity. I understand that one UK gravure buyer has had to pay a substantial increase in order to retain their print production schedule.

Other print plants are voluntarily choosing to reduce capacity and are shutting down machines. One of the largest web printers in the UK is also turning away work as they do not have suitable capacity at present.

Suddenly, for some large jobs, capacity is more of an issue than price. And this means that printers are beginning to see the marketplace differently.
A change in printers’ mindset
Some printers are now beginning to see that there are opportunities to stop the continual erosion of prices and reverse this trend. In the UK, one company is reportedly presenting the case for price increases to major clients. Another company is planning a price raising strategy. Some print companies are now beginning to turn away low margin accounts.

But printers haven’t managed successful price rises for years
Apart from passing on paper costs, the UK print industry has not been good at raising prices. However, a growing number of companies that I am talking to are creating active strategies to implement prices rises. It will only take one major player to successfully raise prices for the industry mindset to change. The combination of factors that are influencing the industry at present could create a turning point this time.

Print buyers should start planning for price rises
Firstly buyers need to think about allowing for price rises in their budgets. Then they should start talking to their businesses to understand what rising prices may mean for print requirements. Finally, buyers should consider having a back-up printer in place for their businesses. This is especially important if buyers have large jobs that may be affected by capacity cuts.

The start of spring traditionally represents the start of a positive change to the year. For print buyers, this year may be different.
Examples: Next Step

Three Signs That You’re Attaching To Your Story

The sun felt warm on my cheek, and the stiff breeze carried a hint of spray. I was at the helm of our friend's 30 foot Cape Dory sailboat, and we were moving at nearly seven knots of speed. It was proving to be another great day on our three week cruise of the Great Lakes.

Suddenly the boat lurched, and with a loud scraping sound, we came grinding to a halt. We had just run aground on hard granite, many miles from any help. I couldn’t believe it. I was completely sure that we were in deep water. But I was wrong.

It’s Hard To See The Truth When You’re Sure You’re Right

There’s a saying among sailors, that you never run aground except when you’re sure exactly where you are. Whether you’re navigating a sailboat, or navigating the stressful thoughts in your mind, attachment to being right doesn’t help much as you steer the course. This is especially true in The Work of Byron Katie.

The Work of Byron Katie is a way to question stressful thoughts. If you try to do The Work but keep attaching to your story while you do it, you will never see the truth you’re seeking, nor find your peace.

Whenever you are doing The Work, keep an eye out for this trap. Your story will prevail, unless you stay alert. Here are three signs that you may have left the process of The Work, and have gotten stuck stuck back in your old beliefs.

1. Using the word, ‘but’
2. Using the word, ‘because’
3. Focusing on the other person

Let’s look at each of these signs that you’re attaching to your story one by one.

1. Using The Word, ‘But’ Is A Sign That You’re Attaching To Your Story
The word, ‘but’ is a good connector word. It connects two opposing thoughts. When the word, ‘but,’ comes up while doing The Work, it is often a clue that you’re opposing the questions of The Work, and staying stuck in your story instead.

For example, let’s say you’re doing The Work on the stressful concept, “He doesn’t want to be with us.” The second question of The Work questions the validity of this stressful belief by asking, “Can you absolutely know it’s true?”

Many of my clients who are new to The Work respond like this, “No, but he really makes everyone uncomfortable with is lack of friendliness…” The “No, but” is a way to slip away from self-inquiry without letting the “no” sink in. Notice how the ‘but’ puts you back in your story.

The answer to the question is simple: “He doesn’t want to be with us. Can you absolutely know it’s true? No.” But when you don’t want to hear your answer to the question, you throw a ‘but’ in there. You stay attached to what you’ve always believed, and you miss the enlightenment you seek.

The word, ‘but’ is a clue that you’re in you’re attaching to your story, but there’s another word that will also clue you in.

2. Using The Word ‘Because’ Is Also A Sign That You’re Attaching To Your Story

The word, ‘because,’ is a sign of justification. When you hear it while doing The Work, it’s often a clue that you’re justifying your old belief system instead of answering the questions. It’s another way to stay stuck in your stressful story.

For example, let’s say you’re working the same concept we mentioned above, “He doesn’t want to be with us.” And let’s say you’re on the third question of The Work, “How do you react when you believe that thought?”

Many of my new clients would answer something like this, “Well, I feel really frustrated because he hardly speaks to us at all. He just sits there like a log.” Do you see what the ‘because’ does?

The ‘because’ justifies your belief that you are right. In other words, you
believe that your reaction (frustration) is justified. The purpose of this third question of The Work is to get you to report your reactions. When you go into ‘because,’ you don’t allow yourself to notice how these reactions affect your life. You’re too busy justifying them instead.

So look out for ‘because’ when you’re doing The Work. Like ‘but,’ ‘because’ will tell you when you’re attaching to your story. However, sometimes you can attach to your story without using any clue words at all. This is the most tricky thing to watch for.

3. Focusing On The Other Person Is A Sign That You’re Attaching To Your Story
You don’t have to use ‘but’ or ‘because’ to stay attached to your story when doing The Work. This happens when you focus on the other person, the person you wrote your Judge Your Neighbor Worksheet.

In the same example from above, “He doesn’t want to be with us,” you can go into justification without using the ‘because’ at all. Watch this.

I ask my client this question, “How do you react when you believe the thought, ‘He doesn’t want to be with us’?” My client answers, “I feel frustrated. He just walks in without even saying hi. He goes through the whole meal with us and doesn’t say a word. He avoids eye contact. And then when it’s time to go he barely waves us goodbye on his way out the door.”

See what happened there?
This time my client didn’t use ‘because’ to switch into justification for his frustration. Instead, he launched right into a vivid description of how the other person acts. He brushed over the important part (his reaction), and put the attention back on the other person. And by doing so, he stayed stuck.

But Isn’t It Helpful For A Client To Explain His Or Her Story?
You may be thinking that going into a vivid description of the client’s story of the problem is important to get to the bottom of things. But in The Work it doesn’t really help. What helps is to answer the questions honestly and completely. And to avoid going into justification for why you think you’re right.
It is a miserable thing to keep looking for all the reasons why you should believe a stressful thought. If you want freedom, you’ve got to set those reasons aside for a while, and consider an alternative point of view.

**Summary**

It is natural to be attached to your story. If you could see another way you would.

But attaching to your painful story is what’s been fueling your frustration. When you come to do The Work, it’s time to question the story that’s been causing so much grief. It’s not the time to hold onto your story.

**Here are the three clues that you are attaching to a story when you’re trying to do The Work.**

1. When you use the word, ‘but,’ when answering a question, it could be a sign that you’re not really hearing what you say.
2. When you use the word, ‘because,’ when doing The Work, it can let you know that you are trying to justify your actions or reactions instead of simply reporting them.
3. When you focus on the other person when you do The Work, it’s a fair bet that you’re not taking in what’s going on with you.

**Next Step**

If you really want to see the difference between doing The Work and getting caught up in your story, take a look at this video of me facilitating someone who is strongly attached to her story (link). Notice how many times I have to bring her back to the questions of The Work.

Notice how she goes into ‘but’ and ‘because.’ And notice how she tries to focus on the other person. Notice how hard it is for her to see the truth.

If you really want to see the truth, don’t be like me at the helm our sailboat. I was sure that I was right on course, and that idea prevented me from noticing the fact that actually I was not. The Work will lead you to the truth, but only if you avoid the rocky shoals of being right.

===============

**Note:** If you want to become more aware of how avoid the story trap when doing The Work, sign up for the “Noticing Your Story” mini-course, starting May 2.
Example 2: How to Create Market Booth Displays

When was the last time you walked out of a grocery store with only one item?

You go to the store to pick up milk. But you come out with several items you didn’t plan on buying. This happens to everyone. An overwhelming majority of grocery store purchase decisions are made inside the store. And it’s not a coincidence that the displays are masterful.

You can learn a lot about display just by browsing your local supermarket. The best ones to visit are the higher priced gourmet markets. The displays are stunning. And effective. They get shoppers to buy.

But you don’t want your booth to look like a supermarket
The irony is that supermarket merchandisers know that farm fresh, locally produced food is a great selling feature. So, they work hard to make their stores look like market booths.

You can learn many tips for great displays by visiting the produce department of a gourmet supermarket, like Whole Foods or Urban Fare. (My audience knows these stores)

Let’s look at three supermarket display techniques that you can borrow:
1. Angled merchandise
2. Colour
3. Containers & Props

1. Angled merchandise
When you browse the produce department, you’ll notice that most, if not all of the displays are angled, or tiered. That means the display is lowest at the front, and rises up towards the back. This technique is used to present more merchandise to the customer in a small space.

Presenting the merchandise this way also makes it look more attractive. You’ll notice that these displays look full and bountiful. There are also a number of different types of products arranged in layers. The variety of product makes these displays appear more attractive.
You can use this technique in your booth with these two methods:
A. Tilt containers forward at an angle. (Insert image)
B. Use boxes or risers to add height at the rear of the table. (Insert image)

Let’s look at the second display technique.

2. Colour
Once you start looking for colour in produce displays, you’ll start noticing it over and over. Produce is often displayed to make the colours appear more vibrant, attractive and mouth watering. This is done by placing contrasting colours next to each other.

In a large supermarket, it is rare to see a big cluster of green vegetables all together. You’ll see the green interspersed with bright colours. Green lettuce will be next to red leaf lettuce and radiccio. Green peppers next to red and yellow. Green apples next to red.

The contrasting colours are used in combination with the technique of angled merchandise. The produce department is full of artistic, still life arrangements to tempt us into buying. Yet most shoppers are unaware of how carefully each of these displays is planned to be visually pleasing. The colour in these arrangements is one of the biggest factors in making the produce tempting to shoppers.

This brings us to the final technique.

3. Containers & Props
Supermarkets use carefully chosen containers and props to present their merchandise. When you browse the produce department you’ll see baskets and crates used for display. They are there purely to set the mood for the department. These are the tools the stores use to create the image of a farmers’ market. Although they do help hold the products, these containers serve mainly as props.

If you look closely at the baskets used in grocery stores, you’ll notice they aren’t completely filled with product. Most of them either have false bottoms, or are mainly filled with raffia or other filler.
Why is that? Well, produce looks appealing when it is mounded up and full. Not when you have to peer into the bottom of a basket to find it. Also, produce is heavy. A big basket filled with produce will be causing damage to the ones that are at the bottom. So, supermarkets keep their baskets full and overflowing by restocking them regularly.

**Summary**

Don’t be afraid to learn from the masters of display. Take these techniques and use them in your booth displays.

1. **Angled merchandise** – use angled containers or risers to present merchandise
2. **Colour** – contrast colours of products to create mouth watering displays
3. **Containers & Props** – mound products in attractive baskets and bins

With these techniques, you can tempt your shoppers to leave your booth with more than just one item.

**Next step**

Looking for display materials, props and containers? Find our market vendor resource list here: http://www.blahblahblah.com
Example 3: The Power Of The ‘What Bugs You’ Button

In 2007, we received an email from a client, Shawn Murphy. She said, “I have to report a bug. I bought your Article Writing HomeStudy course four months ago and you have still not billed me. Can you please bill me? I want to pay you.”

Perplexed, I straightaway went to check her payment
She was right. The payment provider we used had not charged her as yet! They had a little button, on the side, which we had to manually click for all shipped good. This was the first time I saw it.

Quietly, and in a state of shock, I clicked on the shipping icon. And discovered there were nine Article Writing HomeStudy orders that had not been charged.

I did the calculation—US$15,300
I quickly, made a note of what to do for future orders. Then wrote to all nine customers, explained to them what had happened and got the payment from all of them. And of course rewarded Shawn.

Can you image what would have happened if Shawn Murphy, had not clicked on the ‘What Bugs You’ button? We would still be losing money today, not only on the Article Writing HomeStudy but also on every other homestudy courses that we introduced.

So what is the ‘What Bugs You’ button?
It is one of the most important buttons to have on your website or blog. What this simple button does, is give your clients and subscriber and easy way of getting in touch with you. They don't have to search for your email. All they have to do is click on the bug icon and send a message.

It is quite different from a ‘Contact Us’ Icon
I know you may already have a contact us icon on your website. A ‘Contact Us’ page is something people go to when they think of contacting you.

But a ‘What Bugs You’, makes the client/subscriber feel important
They see the bug icon and actually look at what bugs they can find. When they find a mistake on your website, they want to help. And when they
want to help, they want to be able to do it easily. Having a little bug image makes the process easy.

Now that we understand the importance of the ‘What Bugs You’ icon, let’s spend some time exploring the three main benefits

1) It allows your subscriber and clients to help you
2) It helps you and your website look more professional
3) It can save you from losing money

1) It allows your subscriber and clients to help you
At Psychotactics, people email us bugs every single day. And we do spend time fixing the bugs. This is the process we follow.
- We send them a ‘Thank You’ email.
- We then fix the bug.
- We send them another email telling them we have fixed the bugs.

Some bugs are complex and take us a few months to fix. We still always write back to the client and let them know when we have fixed it.

This leads us to benefit two..

2) It helps you and your website look more professional
If clients/subscribers, keep sending you bugs, and you keep fixing them, your website, product, articles, etc will start looking better. The more mistakes you fix, the better you look.

And finally benefit three..

3) It can save you from losing money
Remember the story at the beginning of the article? If it weren’t for Shawn Murphy we would have lost lots of money and maybe would have still been losing money today. Today the Article Writing HomeStudy course is our biggest selling homestudy product.
Summary
A ‘What Bugs You’ button is a must on your website.
1) It allows your subscriber and clients to help you
2) It helps you and your website look more professional
3) It can save you from losing money

Next Step
Now that you understand the power of the ‘What Bugs You’ button, in the next article, we will look at, ‘The ‘Where’ And ‘How’ To Place This Bug For Maximum Impact.'
No 10: Headlines

Headline writing isn’t as hard as it seems. However like everything else, it requires practise. You need to understand the elements involved and then apply the elements to your headlines. After a while, it becomes so automatic, that you don’t really have to think too much about it.

**So how do we go about writing headlines?**
1) We’re going to stop writing articles for the coming week. And only write headlines, yes for the whole week.
2) We’re going to go about writing a ton of headlines.
3) The headline may make sense. But they don’t have to make sense. I just need to see that you’re using the elements. If you waste time and struggle, it’s time wasted for nothing. Just have the max fun you can possibly have. The headlines do not necessarily have to make sense, but they can. (See below).

**So how do we go about it?**
Here’s the agenda:
Day 1: You list 25 work topics + 25 fun topics.
Day 2: You add ‘HOW’ to the topics above.
Day 3: You add ‘WHY’ to the topics above.
Day 4: You add specifics to the topics above.
Day 5: You add known + unknown term to the topics above.
Day 6: You add those random terms to HOW and WHY headlines.
Day 7: Day off? Well, not quite…

**And here are the examples:**
Day 1:
Work Topics
1) brainstorming with children
2) getting customers to opt-in
3) building a yes-yes grid
4) increasing prices by 12%
5) writing articles daily
(And keep going until you finish 25 topics).
**Non-work topics**
1) dinosaurs in Auckland
2) sheep drinking margaritas
3) thought particles in space
4) cloudy days in New Zealand
5) bread at the farmer’s market
(And keep going until you finish 25 topics).

In all you’ll have 25 work topics and 25 non-work/fun topics. This moves us to Day 2. Yes, you can take the same topics you’ve written on Day 1, or choose to write new topics. It’s totally up to you. I would choose the topics ones I’ve written on Day 1.

**Day 2: Add ‘How’ to the topics**
1) How brainstorming with children helps improve reaction time
2) How getting customers to opt-in improves qualification
3) How building a yes-yes grid will improve your love life
4) How increasing prices by 12% gets better customer response
5) How writing articles daily reduces hair growth
(And keep going until you finish 25 topics).

**Non-work topics**
1) How dinosaurs in Auckland eat sheep
2) How sheep drinking margaritas end up in Auckland
3) How thought particles in space travel 20% faster than light
4) How cloudy days in New Zealand are easy to predict
5) How bread at the farmer's market can be bought at 50% lower prices.
(And keep going until you finish 25 topics)

**This takes us to Day 3.**

Day 3: Add WHY
Day 3: Add ‘How’ to the topics
1) Why brainstorming with children helps myelin growth
2) Why getting customers to opt-in improves profits
3) Why building a yes-yes grid helps reduce choice confusion
4) Why increasing prices by 12% helps get better customers
5) Why writing articles daily creates valuable mistakes
(And keep going until you finish 25 topics).
And you know the drill...add 25 ‘Why’ fun/non-work topics as well with ‘WHY’ included.

**This takes us to Day 4**
On Day 4, we add specifics. They don’t have to make sense. They just have to be done for now. This is just practise. You can mix ‘how’ or ‘why’ in the headline, if you like. Or you can just write ‘how’ or just write ‘why’ headlines.

**Day 4: Add ‘Specifics’ to the topics**
1) How brainstorming with children helps co-ordination by 12%
2) How getting customers to opt-in reduces aggravation in half.
3) Why building a yes-yes grid will improve profits by 10-15%
4) How increasing prices by 12% gets rid of 30% of deadweight clients
5) Why writing articles daily helps improve speed by 30%
(And keep going until you finish 25 topics. The numbers don’t have to make sense. It’s just an exercise. Don’t go nuts about it. Numbers and facts can drive you nuts).

**Then do the same with your non-work topics. Yes, 25 of them**

**Day 5: Create Unknown Terms**
Known terms are what everyone knows. e.g. sales improvement, growth, increased profits. If you say it to someone, they should know what you’re talking about. Unknown terms are stuff you make up. e.g. yes/yes factor, bikini principle, attversumption, Frezine Parameters etc.

**Day 5: Create Random Terms**
Editifying
The Goliath Effect
Brain delving
Robosourcing
Modularism
Holisticism
Analapsys
Anticrastinate
Six-gun Estimating
Wall Session
Screen Sourcing
Solvent Sniffers
Medidictation
Client pollination
Gospel moment
Jeer Leaders
Neuro Prod
Net Sirens
Upscaling
Relunchification
Your Work-In plan
Non-office hours
Issue Baiting
Idea Shoveling
De-expectify
To-don’t list
Muse seduction
Beta-Ideation
Unworking
Inliers
Mediaspiracy
Playcation
Irratio
Mindset targeting
iDon’t
Protozic
Concept Farming
Nerd Wranglers

Day 6: Add random terms to 25 work-topics
1) The critical link between brainstorming and Frezine parameters.
2) Why Getting Customers To Opt-In helps Improve mindset targeting
3) How building a yes-yes grid will improve your sales targets
4) How increasing prices by 12% creates a gospel moment
5) Why writing articles daily creates a Goliath effect
(And keep going until you finish 25 topics).

Just do the work topics. No need to do the fun topics. But if you feel like it, do the fun topics as well. You can use either how or why for the topics. Or
any other form of headlines (see above)

But how does all of this relate to your normal business?
It may or may not relate, but it’s helping you see the elements that make great headlines. Admittedly the best headlines to have are ‘how’ and ‘why’ headlines (over 70% of our headlines are ‘how’ and ‘why’ headlines). But you’ll also see how the other principles work. Right now you’re just having fun. If you try and make sense of the headlines, you will struggle. If you simply have fun, you’ll see how it all works, and once the penny drops.

So what do you do on Day 7?
Yes I know it’s your day off, but you can go over to http://www.psychotactics.com/tactics and have a look. And you’ll see how the principles are applied. But restrain yourself. Do not go to this page until you have finished the exercise. You will find it makes more sense after you’re done. Resist the temptation and the learning will be more enduring.

Final Note
This course is done over 6 weeks in 5000bc. We hold a Headline Course in 5000bc once a year. I’d recommend you do that course at some point as it will help you. Several of those who do the Article Writing Course have done the course in advance. Whether you do it in advance or after you finish this course, the effect is the same. You get far more practise and explanation in 6 weeks than in one. However it’s not critical to do the course. If you simply use the concepts above and study headlines e.g. those at http://www.psychotactics.com/tactics, you’ll get a lot better simply through practise.
No 10: Examples

**Sean's note:** You won’t get the chance to use numbers often. This exercise is meant to give you the opportunity to have one more method in your armoury. In certain cases, the numbers are irrefutable.

How to introduce yourself in a sales meeting in 7 minutes  
OR: Why you should spend 7 minutes introducing yourself at a sales meeting  
Why a sales process flowchart can save you 1.5 hours each week  
Why it’s worth spending 3 hours on making your sales kit  
How to use those 6 seconds on making a first appearance to your advantage  
Why you should be spending 80% of your efforts on marketing to your existing customers  
How do you get your website to appear trustworthy in just 5 seconds?  
Why using articles in your marketing can save you 98 hours each year  
Why using 5% jargon is 5% too much  
Why it doesn’t matter if your copy is 200 or 2,000 words  
Why you should only spend 12 minutes updating your Facebook Page each week  
How to spend 25 minutes effectively on social media updates each week  
How just 2 hours a week can turn your customer transactions into customer relationships

**Sean's note again:** So even if you don’t consider all the headlines, just these I’ve picked are irrefutable. So even though you wrote about 25-30 headlines, you have a good 20-30% that are not just specific, but impossible to disprove and make your headlines more attractive.
Work Topics

1) Business Intelligence
2) Single Period Charts
3) Business Dashboards
4) Board Packages
5) Numbers as Raw Materials
6) Designing Charts
7) Selecting Chart Types
8) Repeatable Chart Patterns
9) Missing Numbers
10) Forecasting Performance
11) Performance Ratios
12) Productivity Ratios
13) Performance Series
14) Chart Colors
15) Rounding Numbers
16) Nonprofit Cash Flow
17) Performance Benchmarks
18) Badly Designed Charts
19) Sources of Numbers
20) Different Presentation Types
21) Inconsistent Numbers
22) Problem Definition
23) Problem Analysis
24) Time Series Charts
25) Performance Feedback

Non-Work Topics

1) People's Names
2) Grassy Fields
3) Knee Injuries
4) Automobile Stereos
5) Fiction Books
6) Ink Pens
7) Ocean Breezes
8) Pterodactyl Legs
9) Isometric Exercises
10) Neolithic Language
11) Siren Songs
12) Dead Trees
13) Printing Presses
14) Computer Monitors
15) Electric Lights
16) Music CDs
17) Digging Tools
18) Landscaping
19) Junk Mail
20) Unemployment
21) Woodworking Tools
22) Irish Traditions
23) Workshop Design
24) Television News
25) Computer Keyboards

Outline Topics Plus How
Work Topics

1) How To Create Big Company Business Intelligence On A Small Company Budget
2) How To Choose The Right Single Period Chart For Your Needs
3) How Business Dashboards Make Everyone An Expert
4) How To Create Dynamic Board Packages
5) How Viewing Numbers as Raw Materials Leads To Improved Income

6) How To Design Reusable Charts
7) How Charts Can Cut The Time To Manage By The Numbers To An Hour A Month
8) How Repeatable Chart Patterns Save You And Your Audience Time
9) How To Chart Missing Numbers
10) How A Performance Forecast Can Help You Reach Your Goals

11) How Performance Ratios Pulled Cash Out Of Operations
12) How Productivity Ratios Can Lead To Greater Leverage Of Resources
13) How A Performance Series Creates A Laser Focus On Your Performance
14) How Carefully Selecting Key Performance Indicators Drives Sales and Income
15) How Rounding Numbers Keeps Your Team Focused On Your Goals
16) How To Show Real Nonprofit Cash Flow
17) How To Use Performance Benchmarks To Fine Tune Your Operation
18) How Applying Leverage Can Drive Greater Sales And Income
19) How Knowing The Sources of Numbers Can Save Your From Loss And Embarrassment
20) How To Use Charts For Different Presentation Types

21) How To Avoid Wasting Resources Because Of Inconsistent Numbers
22) How Charts Simplify Problem Definition
23) How To Use Charts To Analyze Critical Problem Areas
24) How To Transform Time Series Charts Into Forecasting Tools
25) How To Use Charts To Provide Clear, Focused And Objective Performance Feedback

Non-Work Topics

1) How People’s Names Match Their Personalities
2) How Grassy Fields Can Quickly Become Quagmires
3) How To Avoid Knee Injuries While Bungee Jumping
4) How To Enjoy Rap Music With Your Automobile Stereo
5) How Fiction Books Are More Fact Than Fiction

6) How To Innovate With Ink Pens
7) How Ocean Breezes Go Better With A Cold Beer
8) How Moderate Exercise Can Get Rid Of Your “Pterodactyl Legs”
9) How Isometric Exercises Are A Lousy Way To Meet Women
10) How To Communicate Complex Ideas Using Neolithic Language

11) How To Avoid Being Drawn In By Siren Songs
12) How To Avoid Having Dead Trees Fall On You
13) How High Volume Printing Presses Waste Resources
14) How Many Diseases Can You Catch From Dirty Computer Monitors
15) How To Replace Electric Lights With Chemical Lighting Sources

16) How Soon Will Music CDs Become Obsolete?
17) How Many Digging Tools Does A Weekend Landscaper Need?
18) How Lessons From Landscaping Can Help You Raise Your Children
19) How Junk Mail Nearly Drove Me Insane
20) How To Turn Unemployment Into A Positive
21) How To Learn About Using Woodworking Tools
22) How Irish Traditions And Not Cuisine Are Desired By Others
23) How Workshop Design Leads To More Professional Products
24) How Television News Steals Your Time
25) How The Sound Of Computer Keyboards Speeds Typing

Work Topics

1) Why Is Business Intelligence Intelligent?
2) Why You Need Single Period Charts
3) Why Business Dashboards Create Clarity
4) Why Board Packages Need A Makeover
5) Why You Should Think Of Numbers as Raw Materials
6) Why You Must Spend Time Designing Charts
7) Why Selecting Chart Types Is A One Time Task
8) Why Repeatable Chart Patterns Are Not Boring
9) Why You Need To Manage Missing Numbers
10) Why Forecasting Performance Is Not Rocket Science
11) Why Performance Ratios Make Comparison Possible
12) Why You Need To Produce Productivity Ratios
13) Why You Should Organize Your Charts Into A Performance Series
14) Why Chart Colors Matter
16) Why Nonprofit Cash Flow Is So Slippery
17) Why You Need Performance Benchmarks
18) Why Badly Designed Charts Can Bankrupt Your Business
19) Why You Must Have The Source For All Of Your Numbers
20) Why Different Presentation Types Require Different Sequences
21) Why You Must Weed Out Inconsistent Numbers
22) Why Charts Simplify Problem Definition
23) Why You Should Never Analyze A Problem Without Charts
24) Why You Should Use Time Series Charts For All Of Your Charts
25) Why You Cannot Reach Your Goals Without Performance Feedback
Non-Work Topics

1) Why People's Names Are So Different
2) Why Ticks Love Grassy Fields
3) Why Elephants Don’t Get Knee Injuries
4) Why Automobile Stereos Are So Complicated
5) Why You Should Write Fiction

6) Why I Only Use Pens: Confessions Of A Pencil Pusher In Recovery
7) Why We Think Ocean Breezes Always Bring Fresh Air
8) Why You Should Never Shave Pterodactyl Legs In The Morning
9) Why Isometric Exercises Are Bad For Astronauts
10) Why Neolithic Language Had To Be More Than Grunts

11) Why Siren Songs Is A Great Name For A Punk Rock Band
12) Why Dead Trees Ruined My Spring
13) Why Printing Presses Aren’t Obsolete
14) Why Computer Monitors Keep Getting Wider
15) Why We Are Addicted To Electric Lights

16) Why Music CDs Are So Ridiculously Expensive
17) Why You Need To Know Your Digging Tools
18) Why Landscaping Is Over Rated
19) Why I Forward Junk Mail
20) Why You Need To Learn About Unemployment

21) Why There Are So Many Woodworking Tools
22) Why Irish Traditions Sound Quaint And American Traditions Sound Crass
23) Why Space Is The Main Goal For Workshop Design
24) Why Television News Isn't News
25) Why Computer Keyboards Are No Longer Necessary
**Week 10 Headlines - Day3**

Outline Topics Plus Why

**Work Topics**

1) Why Is Business Intelligence Intelligent?
2) Why You Need Single Period Charts
3) Why Business Dashboards Create Clarity
4) Why Board Packages Need A Makeover
5) Why You Should Think Of Numbers as Raw Materials

6) Why You Must Spend Time Designing Charts
7) Why Selecting Chart Types Is A One Time Task
8) Why Repeatable Chart Patterns Are Not Boring
9) Why You Need To Manage Missing Numbers
10) Why Forecasting Performance Is Not Rocket Science

11) Why Performance Ratios Make Comparison Possible
12) Why You Need To Produce Productivity Ratios
13) Why You Should Organize Your Charts Into A Performance Series
14) Why Chart Colors Matter

16) Why Nonprofit Cash Flow Is So Slippery
17) Why You Need Performance Benchmarks
18) Why Badly Designed Charts Can Bankrupt Your Business
19) Why You Must Have The Source For All Of Your Numbers
20) Why Different Presentation Types Require Different Sequences

21) Why You Must Weed Out Inconsistent Numbers
22) Why Charts Simplify Problem Definition
23) Why You Should Never Analyze A Problem Without Charts
24) Why You Should Use Time Series Charts For All Of Your Charts
25) Why You Cannot Reach Your Goals Without Performance Feedback

**Non-Work Topics**
1) Why People’s Names Are So Different
2) Why Ticks Love Grassy Fields
3) Why Elephants Don’t Get Knee Injuries
4) Why Automobile Stereos Are So Complicated
5) Why You Should Write Fiction

6) Why I Only Use Pens: Confessions Of A Pencil Pusher In Recovery
7) Why We Think Ocean Breezes Always Bring Fresh Air
8) Why You Should Never Shave Pterodactyl Legs In The Morning
9) Why Isometric Exercises Are Bad For Astronauts
10) Why Neolithic Language Had To Be More Than Grunts

11) Why Siren Songs Is A Great Name For A Punk Rock Band
12) Why Dead Trees Ruined My Spring
13) Why Printing Presses Aren’t Obsolete
14) Why Computer Monitors Keep Getting Wider
15) Why We Are Addicted To Electric Lights

16) Why Music CDs Are So Ridiculously Expensive
17) Why You Need To Know Your Digging Tools
18) Why Landscaping Is Over Rated
19) Why I Forward Junk Mail
20) Why You Need To Learn About Unemployment

21) Why There Are So Many Woodworking Tools
22) Why Irish Traditions Sound Quaint And American Traditions Sound Crass
23) Why Space Is The Main Goal For Workshop Design
24) Why Television News Isn’t News
25) Why Computer Keyboards Are No Longer Necessary
Day 5: Work Topic Unknown Terms

1) The Missing Number Procedure
2) The Time Series Hypothesis
3) The Board Package Conundrum
4) The Annualizing Approach
5) The Chart Pattern Method

6) Colororganization
7) Graph-Bored
8) Sourcatism
9) Cash Flowmeter
10) Chart Typification

11) Analysis-Paralysis
12) Inconsystemic Numbers
13) Rounding-Square
14) RawNumberology
15) Single Periodimensional Charts

16) Dashboardulous
17) Profitably Nonprofit
18) Undesigning Charts
19) Performidable Ratios
20) Pounding-Rounding

21) Analytic-dialectic
22) Time-Pointillism
23) Problem Indefinitism
24) Feed-Forward
25) BI-DashBoardalicious
Day 6: Outline Topics Plus Random Words

Work Topics

1) Why You Need A BIDashboardilicious Approach To Business Intelligence
2) Got Problem Indefinitism? Why Single Period Charts Are A Symptom
3) Avoid Graph-Boring Presentations -- Try The Business Dashboard Alternative
4) How To Resolve The Board Package Conundrum
5) Do Your Reports Require A Rawnumerologist?
6) How To Get Rid Of Charter’s Block
7) Chart Typification Simplified
8) How Chart Patteranalysis Will Change Your Presentations
9) The Missing Number Procedure: How To Make Something Out Of Nothing
10) Use Feedforward To Reach Your Goals

11) How Using Performidible Ratios Give You An Edge
12) How Supercharatios Save You Money
13) How Chart-Splicing Creates Repeatable Results
14) How Symbiotic Colorization Removes Chart Confusion
15) How To Avoid A Rounding Pounding During Your Next Presentation
16) Want A Profitable Nonprofit? Focus On Cash Flow
17) You Don’t Have To Be A Benchmarkologist To Use Benchmarks
18) How Time Pointillism Leads To Badly Designed Charts
19) How To Use Sourcatism To Add Credibility To Your Charts
20) Why Your Presentations Need Selectivism

21) Are Inconsystemic Numbers Rendering Your Numbers Useless?
22) Problem Definition
23) How To Use Problanalysis Identify Opportunities
24) How To Chart Seasonal Cycleonism
25) How To Use Numeroillustration Feedback To Reach Your Goals Only

3 Steps:
How to get unusual terms: Renuka's method

1) List all the ending first (can’t think of a better word). Look below for examples
2) Now add the crazy terms
3) Keep going until you finish.

Effect: The Chicklet Effect
Principle: The Renuka Principle
Factor: The Cha Cha Cha Factor
Challenge: the Chumba Wanba Channenge
Code: The Grain Wave Code
Cryptic: The Cryptic Rewind
Dia: Prodopedia
Or: Chocoligator
Wheel: The Mature Wheel
Affair: The Cauliflower Affair
Ion: Zaroomion
Magic: The Rumtidum Magic
Link: The Bah Bah LInk
Beat: The Giggleous Beat
Epidemic: The Eyedelic Epidemic
Program: The WaterCrest Program
System: The Rubbleous System
Technique: The Winkedelic Technique
Moment: The Muffin Moment
Concept: The Zig-zag Concept
Effect: The Short Bread Effect
Factor: The shovel Factor
Doing: Doing A Narven
Wheel: The Mushroom Wheel
Practice: Sean-a-dhal Practice
Ious: Zombalicious
Method: The Execuaholic Method
Methodology: The Nonexecuaholic Methodology
Step: The Scratch Your Nose Steps
Parameter: The Pooping Sales Parameters
Moment: The Tiger Woods Moment
Session: The Sinkadalitic Session
1 The Dominatrix Method (Overcoming Resistance)
2 The Hyper Price-Ation Effect (pricing your services)
3 The Glocal Google factor (google places)
4 Like-ometer (Google +1)
5 Passive Debt (Passive income)
6 Linkosphere (marketing locally)
7 Localmotion (Finding clients locally)
8 Beam-me-up Scotty Marketing strategy (qr codes)
9 Thumblina marketing (mobile marketing)
10 Ants In Your Pants syndrome (focus)
11 Cracking the Mastermind Code (mastermind groups)
12 The Ohh-La-La packaging method
13 Inbox Detox (managing your inbox)
14 Yo-Yo Magic (email autoresponders)
15 Savoir Faire Service (customer service)
16 Boomerang Effect (customer complaints)
17 Pinball Effect (networking)
18 Side-of-Your-Mouth Approach (saying no to clients)
19 Airing Your Dirty Laundry Method (making mistakes)
20 The holy toledo factor (branding your business)
21 Leap-of-Faith syndrom (being a leader in your business)
22 Quicksand strategy (success mindset)
23 Onionization, Couch Potato Filter (website design)
24 booty-kick success (working with a coach/mentor)
25 Zen of 2 left feet (entrepreneur mistakes)
26 Silver Spoon-itis mentality (being an expert)
27 My-Ma-Would-Be-Proud-Of-Me Guarantee (refunds)
28 Jekyll and Hyde Marketing (marketing strategy)
29 The mo’ time mo’ money blueprint (setting up business systems)
30 YouTubization System (creating products)

========

1 Why the Dominatrix Method may be turning your Resistance into a monster
2 How avoid the Hyper Price-Ation Effect when charging premium prices
3 How to make the Glocal Google factor work for your business
4 Why your business Like-ometer may need recalibrating
5 Why passive income may be a coverup for Passive Debt
6 How your business can use the local Linkosphere to get more customers
7 Why ignoring the Localmotion will stall your business
8 How simple QR Codes can harness the power of a Beam-me-up Scotty marketing strategy
9 Let your thumbs do the talking: How the Thumblina effect can help tap into the power of mobile marketing
10 Why so many entrepreneurs suffer from the Ants In Your Pants syndrome
11 How cracking the Mastermind Code is essential for your business success
12 How the Ohh-La-La Method of packaging can double your sales
13 How to use the 7-Day Inbox Detox to eliminate your email bloat
14 How the Yo-Yo Magic sauce can erase the yawn factor from your newsletters
15 Why your customer service may be missing the Savoir Faire principle (and what to do about it)
16 How to use the Boomerang Effect to turn complaining customers into raving fans
17 Why your networking efforts may be suffering from the Pinball Effect (and what to do about it)
18 Need to say no to a client? Why using the Side-of-Your-Mouth approach will only lead to more trouble
19 How to use the Airing Your Dirty Laundry method to turn mistakes into gold
20 Why branding your business with the The Holy Toledo factor may be a waste of your money
21 Why the Leap-of-Faith syndrome may be sabotaging your business
22 Why success depends on the Quicksand strategy
23 Is your website design suffering from the Onionization syndrome?
24 How you can use the Couch Potato Filter to jumpstart your website
25 Why every entrepreneur needs some some booty-kick success
26 What the Zen of 2 left feet means for your business failures
27 Does your guarantee pass the My-Ma-Would-Be-Proud-Of-Me principle?
28 Why the Jekyll and Hyde marketing strategy is a recipe for small business failure
29 How to use the Mo’ Time Mo’ Money blueprint to create recession-proof systems for your business
30 How the YouTubization factor can help you create irresistible products that sell.

How to increase attention by 27% with asymmetrical design
How the love-it effect makes your website easy to navigate
Why webchunking increases website accessibility by a factor of 2
How colorconnection makes your website look better
Why the green apple effect makes a web page more consistent
How to increase backthinking by correctly positioning elements on your web page
How the pyramid system makes your web pages more usable
Are your web pages memorable? Use the one-two-three test to find out!
How the pop-out effect increases website usability by 12%
How to iconify your website to reduce user errors by one third
Why unjustified text on your web page reduces legibility
How Mr. Noisy creates trouble on your website and how to get rid of him
Why unbeautiful websites lose customers
Learn the butterfly principle and make your web page look two times better
How to use the unperfectionist rule to make your site's navigation better
Why a zero face-to-body ratio means trouble for your website
How the Mona Lisa premise can make your website priceless
Why the “scare factor” attracts visitors to your website
Why most elements on your website should be reassuringly boring
How to control web page users’ mood with the tricolor scheme
How to use the jump-in phenomenon to improve website usability over time
Why the wrong brain gear model results in a drop of confidence in your business
How to improve website credibility by correctly employing the baby face effect
How to use checkmarkability to increase website responsiveness
How the chessboard advantage increases recall on your website
No. 11: Examples + Mistakes

We have the curse of knowledge. We all do.

We know what we know, and we know it so well, that we assume that everyone else knows it just as we do. So for instance, I understand a concept like ‘uniqueness’ and it’s almost second nature for me, so it’s normal for me to assume that anyone can just sit up in bed and create a uniqueness for their business.

It doesn’t matter what you do.
If you’re a chef and you cook great dishes, or a web designer that designs nice-looking blogs—or whatever your profession. You’ll soon get to the stage where you believe that what you know is very simple for the other person to understand.

And the other person doesn’t have a clue.
Well that statement isn’t entirely true. The other person does understand the concept intellectually, but needs examples. And they need examples, because they need to see a picture in their heads. This picture is created in many ways, but let’s choose three ways.

1) Using an industry case study
2) Using a client example
3) Using a story from your own experience

1) Using an industry case study
People love case studies. So if you have a case study, you are immediately able to demonstrate how something worked in your industry. So let’s say for instance, you’re an expert in ‘creating change.’ And you’re writing an article on how to speed up change in behaviour in less than a week. Now you have to get a case-study of how that change happened in that industry. And when you give the reader such case-studies, they understand the concept a lot better.

But what if you don’t have an industry case study?
The problem with industry case studies is that it requires a ton of research. And you have no time to go digging. In this case, you use a client example
as your case-study.

2) Using a client-example as a case-study
This type of case-study is much easier to pull up. If you read The Brain Audit, you’ll find that every chapter ends with two sets of case studies. They’re not fancy case studies, they’re just client-examples. And they do just as well, because the reader now gets a solid understanding of how the concept is being applied.

The problem, however, may be that you can’t remember any client case-studies and you’ve got this deadline that’s killing you. In which case it’s time to pull out an example from your own experience.

3) Using a story from your own experience
No matter what you do, you have stories from your own experience. So if you’re a professional speaker, you’ll have speaker stories. If you’re a dancer, you’ll have dancer stories—and so on. You run into clients, you speak to them and you have a story to tell as a result of your interaction with them.

So pull a story out of your hat. And put it into the article. And you not only add a ton of sizzle to the article, but also bring greater clarity to the reader.

Time for examples, eh?

Example 1: Industry-Case Study

In August 1992, Hurricane Andrew went bananas. Like a drunk on one too many Tequilas, he tore into South Florida with wind gusts of 175mph, redrawing the landscape as he stomped onwards. Approximately 600,000 homes and businesses bore the brunt of his menace.

By the time Andrew left, he had run up a tab of $26 billion dollars and the curses of some very, very angry insurance companies. Andrew had single handedly run up the highest insurance recorded payout in history, if you don’t count September 11.

Many an insurance company looked gloomily into their crystal balls and decided the future was too dicey. So while they grudgingly forked out the costs required to cover the claims, they refused to renew customer policies.
State Farm Insurance Had a Different Opinion. The biggest reason Hurricane Andrew blew the roofs off the houses was because contractors had not anchored them to the frames. State Farm not only happily forked out the policy claims but also paid its customers more to bring the houses up to code.

Amazingly, this insurance company was willing to overpay just to make sure their customers have peace of mind should Andrew or one of his family come visiting.

**Example No.2: Client Case-Study**

Jane was having a hard time working with her clients. You see Jane’s clients are teenagers with low self-esteem. And one of the many ways to get these teens to have a higher self-esteem is to foster goal setting.

But Jane runs into a solid wall of problems when she brings up the concept of goal-setting with the teenagers. They can’t write down any goals at all. And it’s not hard to understand why. These teens have no self-belief. How would you expect them to believe that a goal would come true? So here’s what we did....

**Example No.3: 3) Using a story from your own experience**

Here’s what I do when I’m presenting the ‘Brain Audit’ presentation.

I set a chair in the centre of the room.
I then proceed to sit down on the chair.
Then I stand up.
Then I sit down.
Then I stand up.
Then I sit down.
Then I stand up.

It doesn’t matter what the audience was doing/thinking about/fiddling with before I put that chair in the centre. Now they’re looking at me. And in an instant, I’ve got their attention. They’re wide-awake. Aha, and it’s all because of the prop I’ve used.
So which type of example ranks as the most important?
There's no rank when it comes to using examples. You may think that the story from your own experience may have the lowest rank, but that's not the case at all. A story from your own experience ranks just as high as a case-study from your industry.

The only difference lies in specifics. An industry case-study is more than likely to have specifics, and for some crazy reasons we love figures. So if you have industry-based case studies, then use them. And note the fact that you need to have them in advance. Searching for industry case-studies while writing an article is a huge waste of time.

It’s better to keep a swipe-file of interesting case-studies on an ongoing basis and then use them in the article. If you try to find case-studies at the last minute, good luck to you. You won't just be spending a ton of time, but you'd also miss the point.

So what’s the point?
The purpose of the ‘example’ is to bring clarity to the reader. And because all of the three types above bring clarity, that’s all you really need.

In summary:
1) The examples/case-studies clarify concepts.
2) All three types of examples have similar weight.
3) If you want to use industry case-studies, make sure you file them away in advance. It’s a massive waste of your time to go looking for them at the last minute.

So yes, use examples.
You can use them pretty much anywhere in the article. You can start with an example, or push the example to the middle of the article. Or let it sit nicely at the end. A lot of writers tend to put in the example at the end, but you don't have to. Your goal is help the reader get the point, and the example removes the fuzziness almost instantly.

We have the curse of knowledge.
We consider the things we know, to be easy. And they may well be. But the reader still needs an example. And it's your job to put that example in and bring amazing clarity to your articles.
Instructions:
Add a type of example to your articles. Do this for three days. The following three days we'll be focusing on adding 'mistakes'. That assignment will be posted after this one. Get started on this one first.
No. 11: Adding Examples

Are Bad Clients Making You Lose Passion For Your Work?

“First 50 Words” my dad and the baseball bat
How do your clients take advantage of you?
How do you feel around them?
How does it affect your work?
Why anger doesn’t help
How The Work can help you stand up for yourself.
Objections: I might lose them as clients
Case Studies/Examples: My experience with a natural health care client
Summary
Editorial Next Step: find one example of where you don’t stand up for yourself at work. What are you believing? Write a JYN or OBAAT worksheet.
Sales Next Step: Bio, visit my website

One idea/thought: only your thinking prevents you from standing up for yourself
One word: standing up
Are Bad Clients Making You Lose Passion For Your Work?

The sweet smell of wood smoke filled the air as we sat downstairs in the kitchen by the fire. I loved to hear my grandmother’s stories about my dad when he was young. Her eyes sparkled, and she smiled as she recalled him sitting on the stairs with a baseball bat across his knees.

To this day my dad is a gentle man. He rarely raises his voice. And he can be somewhat shy. But at age 7, when my grandmother found him on the stairs, he had had quite enough that day.

Taunted by his older sister’s persistent teasing, he had locked her in her room. And he was guarding the door fiercely with his bat.

Have You Ever Thought You Could Handle Some Clients Better If You Had A Bat?

Some clients have a knack for making your life a living hell. The same ones that are so demanding are the very ones that don’t pay on time. And your worst clients are so disorganized that they have you do nothing but putting out their fires.

These clients waste your time. These clients don’t pay. These clients cause an unending stream of frustration in your life. They zap your energy. They dampen your enthusiasm and your love for what you do.

But Do You Turn Them Out?

If you’re like me, you don’t. Crazy as it seems, you keep these painful clients. Instead of being clear, instead of being direct with them, you string them along. And you divide yourself in half.

Part of you is nice, cooperative and very much amenable. The other part of you complains, both inwardly and with your friends. Internally, you resist this client like the plague. Internally, your heart sinks when they come back with something more for you to do. Yet outwardly you pretend to get along.
This Division Is Tearing You Apart

Notice the effect of this division on your life. How does it affect your health? How does it affect your work? How does it affect your happiness at home?

When I get into this mode I have trouble sleeping. I’m tense inside. And I’ve got a short fuse with my partner too. And most of all, I don’t want to go to work. I procrastinate on projects, and I live in fear of deadlines that I don’t really care about.

So why can’t I stand up for myself, and put this client out of my misery?

Because It's Hard To Stand Up For Yourself When You're Angry

When you're angry, you instinctively know that you're weak. When you're angry, you're focused on the other person, and all the injustices that they have done. What you're not focused on is you.

When you're angry you can't see that you're a player on the field. It's all about them, them, them. And this leaves you feeling helpless. And if you try to stand up for yourself it comes out as an explosion.

This is a very weak way to stand up for yourself.

When you stand up for yourself out of anger, it is nearly impossible for the other party to hear your sensibility over all the rage. There is zero possibility for understanding. And the incident almost always results in ill feelings, and bitter separation.

So How Can You Stand Up For Yourself Without Anger?

To stand up for yourself without anger requires clarity of mind. It requires that you are not confused about yourself, about what you want, or about your client. To get this kind of clarity requires that you question your thoughts and beliefs about the situation.
It Requires Some Meditation

You can start by writing down exactly what makes you mad about your client. You may write, “They don’t pay me on time.”

When you question this thought, you may find that your client actually does pay you on time more often than you give them credit for. And you may find that you don’t always deliver what you promise to them on time.

This starts to undermine the anger. You start to see that, in some ways, you are just like them. And the seeds of compassion begin to sprout.

Several Months Ago I Had A Problem Client

This client is a friend. And as a friend, I got confused about how to conduct business together. His needs were seemingly endless, and the more I did, the more he wanted me to do.

This would have been a good situation for business, except that he soon ran out of money, and couldn’t pay me for my services on time. I was frustrated until I began to question what I believed about the situation.

I Questioned Thoughts Like These

I questioned my belief that, “He needs me.” And I questioned the thought that, “He wants to take advantage of me.” When I questioned these thoughts here’s what I found.

I found that, in reality, he doesn’t need me to make his business work. In fact, I quit working for him, and now more than six months later, he is doing as well as ever.

I also saw that he was not trying to take advantage of me. He was just trying to make the impossible happen in his business, and was willing to take any help that he could get. By continuing to work without pay I was simply consenting to be a volunteer.
When I Saw This, I Could No Longer See Him As The Monster

When I questioned my thoughts about him, I couldn’t stay angry at him.

And when I decided to stop working for him, I let him know in a very fair manner. And we continue to be friends today. In fact, recently I’ve done some work for him again. But this time I made sure that I get paid in advance, and everything is working fine.

This is the result of me questioning my stressful thoughts about the situation. When I did, I found the clarity of mind to come up with a solution that works for both of us.

So How Do You Question Your Thoughts?

The method that I use for questioning my stressful thoughts is called The Work of Byron Katie, or The Work for short. It is a simple process that can be done alone or with a facilitator. And this process helps cut through the false beliefs that keep you stressing out. There is a complete description of how to do The Work on my website.

Summary

Bad clients are the ones that make you dread the drive to work. They are the ones that keep you from sleeping at night. And to get them off your back you have to stand up for yourself.

However, standing up for yourself out of anger can cause more problems than it solves. When you question the stressful thoughts that are making you angry you’ll see the same situation with more clarity. And when you do, you may find ways to stand up for yourself that don’t leave you feeling like a jerk.

Next Step

To learn more about The Work, and how to do use it to question your stressful thoughts, read the article, “What Exactly Is The Work?” (link)

When you do The Work on your problem clients, you may find that the
only problem is what you’re believing about them. When you question those beliefs you may come to find that you actually enjoy standing up for yourself, and they may even like it too.

And best of all, you will no longer need a baseball bat to get your point across.

============

Todd Smith is a facilitator of The Work of Byron Katie. He has been practicing The Work on an almost daily basis for over four years, and has been facilitating The Work for others for as long. To learn more about The Work visit http://www.theworkasmeditation.com.
No. 11: Adding Mistakes

Earlier Outline
Workshop: Breaks
What is the importance of a break at a workshop
less tiring, more attention and more learning,
What are the different types of breaks
1) Participation Breaks
2) Expected Breaks
3) Unscheduled/Chaos breaks
Biggest Mistakes
1) Ignoring the expected breaks
Story: Unscheduled Break
Summary
One thought: less tired you learn more
On thought: retained learning, focus
The Break Principle: How To Get Your Participants To Focus And Learn More At Your Workshop

I use a program called MacBreakZ
As the name suggests, what this program does is stop you from continuously typing. You can program your break-times. So when it is time for a break it flashes a message on your screen and you have to stop. Look away and do a few exercises for a few minutes. After an hour it tells you its time for your long break.

Yes, I use it so that I don’t over use my fingers.

But it has another purpose
What I found is that when it flashes after 20 minutes of typing, I have to look away from the computer. Do eye exercises. Then when I get back to my work I am able to focus better. So this program actually makes me more productive. The simple task of taking a break, clears my mind and I can focus and get more work done.

This ‘Break Principle’ is what you need to have at all your workshops.

Why is the ‘Break Principle’ important?
Because your participants get tired of sitting in the same place, they get tired of listening to you. They need constant breaks to keep them focused. When they can focus, they learn more.
Regular Breaks>> Less Tired>>More Focus>>Better Learning.

Now, let’s look at the 3 different types of breaks you need to have at a workshop.

1) Participation Breaks
2) Expected Breaks
3) Unscheduled/Chaos breaks

1) Participation Breaks
Also called the Assignment Break. At you workshop, after you cover a main point it is important to give you participants an assignment.
They would have been sitting in their seats listening to you for a while. And if you don’t break before you go to the next main point, they are going to get restless. So get them to leave the room and work on an assignment.

This change of scene (break) will straight away make them more alert and they will be able to focus on what they have to do.

On to the next kind of break…

2) Expected Breaks
These break are the coffee, lunch, and stretch breaks. You need to clearly outline right at the start of your workshop the time for these breaks.

Again stopping for coffee, makes the participants get up from their chair and move around. They talk to one another. And they are refreshed when the workshop continues and are able to focus again.

3) Unscheduled/Chaos breaks
Unscheduled break are the breaks that you didn’t plan on having but because of an unexpected situation you have to enforce a break.

Example
We were conducting a workshop for a construction company. The company had arranged everything including a sumptuous lunch. There was lots of food and even more dessert. The break was for an hour. Most of the participants were eating till the very last minute. And some walked in with their deserts.

The workshop started after lunch, and after a few minutes we could see that a number of participants were nodding off.

So we stopped the workshop. Since the workshop was being held at a place with huge gardens, the rest of the afternoon session was moved outdoors. Up and out they walked to the gardens. By the time they reached the garden they were awake again. And alert.

Now that we understand the three different types of workshop breaks, let’s look at the biggest mistake you can make and how to avoid it.
Ignoring the expected breaks
Many presenters make this mistake. They have three points to cover. It is
time for the coffee break. And they have only covered two points. What
they do is say nothing to the participants and try their best to speed
through point three.

And the coffee break is 15 minutes later.

What happens...
Participants always remember their break time. And they wait for it. If you
delay the break they get really irritated and stop listening to you. Their
minds are on the coffee. So you have anyway lost them.

Therefore always stop at the scheduled time. You can always cover point
three after the break.

Summary
Incorporate the ‘Break Principle’ into your next workshop. Remember you
need to plan for participation breaks, expected breaks and unscheduled/
chaos breaks. Having breaks is not enough; you also have to keep to the
break times.
Regular Breaks>> Less Tired>>More Focus>>Better Learning.

Okay, my MacBreakZ says, ‘It’s time for my scheduled break away from the
computer.’ So I am off.

P.S Don’t forget to read the other articles in this workshop series.
(Click on the link)
* Workshop Checklist: How To Be Prepared, Not Panic And Look Professional
* Workshop: How to use Community
* The 3 Stages of Workshop Feedback (And When To Fix It)
* The Art Of Performing: What You Can Learn From Madonna
Outline: Importance of a fun page
Story: Have business fb, most tweets fun stuff. SD photos of food/marsha etc
What is a fun page?
Why do I need a fun page?
* most viewed page
* people want to have fun?
Wont it look unprofessional?
Objection: But I am a serious person?
What do you put on a fun page?
* suit your personality
* take from other websites
Summary
One thought: people what to join in your fun
One thought: you are human too/ be yourself/have fun
How To Attract More Subscribers: The Importance of ‘The Fun Element’ On Your Website (Part 1 of 2)

Have you looked at your friends’ facebook page? What is the common thread you notice? Well, everyone wants to post information about their travels, their pets, and their family. Then they want you to see how good they are at golf or cooking or both. And on and on it goes.

NOW! Rush over to their business website/blog and what do you see? You will notice something totally different.

You will see a well designed website. You will see everything about what they do, what products they sell. How great they are—testimonials and more testimonials.

Such exciting information for any person landing on their website, right? Your business friends will tell you, ‘We are a business and we have to look and sound professional. The main purpose of my website is to get people to read my articles, subscribe and then buy my products.’

‘I definitely cannot tell people that I like playing the organ, rollerblading and putting wasabi on chips.’

I will look unprofessional and people will not take me or my product seriously.'

And they are absolutely right ...
They have to look professional.
They have to have a professional designed website.

But they are also wrong. Dead wrong!
You should talk about yourself on your website. Talk about you likes and dislikes. Post photos of you having fun.

Show people visiting your website that you are an actual person. And you have a personality. Show then the other side of you? Show then what else you do, they are at your site to learn but they also want to have fun.
How do I know this?
Well, on our website we look at the pages people visit the most. And we listen to subscriber’s feedback.

Here is what a lot of them say:
- ‘We saw Sean (Sean D’Souza from Psychotactics) having so much fun that we also wanted to join in the fun. So we subscribed’.
  http://www.psychotactics.com/about/mark ... l-business
- ‘We went to the ‘Fun Page’ saw all the cartoons. And we too wanted to learn how to have fun and do business at the same time’
  (http://www.psychotactics.com/general/business-cartoons)
- ‘How can anyone have recipes on a marketing website? This has got to be a cool marketing site.’
  (http://www.psychotactics.com/about/marketing-recipes)

And, if you are wondering ... yes, these visitors subscribe and they go on to buy products.

Now that we understand the important of the ‘Fun Element’ let’s look at one big mistake you can make when choosing your ‘Fun Element’.

Faking the ‘Fun Element’
When you are ready to add your ‘Fun Element’ to your website, do look at other websites to learn from them. Learn where and how they add their ‘Fun Element’.

But do not copy them. Do not fake it.
Do not try to be someone else, just because you think, ‘I would look cool standing on one foot. I really hate that pose and think it looks ridiculous, but what the hell, Mr.X is successful so let me copy him’.

It won’t work for you. People know when you are faking it.
Always be yourself. Show your personality. Even if you think you are the most boring person in the world. Be yourself.

Next Step:
Step 1: Ready! Rush off to your website and blog. Do people know the real you? Is there any ‘Fun Element’ anywhere on your website?
Step 2: Zoom off to your facebook page. Pick a few things about yourself that you can use on your website.
Step 3: Add the information and photos to your website/blog.

Remember people want to learn from you, they want to buy from you. But deep down they want to have fun doing it. Don’t be like some of your business friends—Take what you can from facebook and add it to your business website. And they sit back and watch.

P.S If you are not sure where to add your ‘Fun Element’, In Part 2, we are going to look at ‘Where to add your ‘Fun Element’—The 3 most important pages.
No. 12: Objections

Let’s say you wrote a wonderful article on a topic. You were excited, enthusiastic and even enigmatic. But guess what? I don’t believe you. Well, I may believe you, but I don’t agree with your point of view.

This ‘disagreement’ scenario plays itself out every single day
No matter where you look, you’ll find friends, lovers, buyers and readers disagreeing with what you’re saying. This is because objections are part of our nature. When we object, we’re not saying ‘you’re wrong’. All we’re saying is: prove it to me.

And that’s leads us right into the warren of objections. Because objections tend to veer off in three separate directions.

Direction 1: Disagreement
Direction 2: Proof
Direction 3: More Information

Let’s tackle Disagreement to begin with...

Direction 1: Disagreement
When you make a statement such as: “Discounting is bad for a business”, I may choose to disagree. I may feel that discounting is necessary in my business or else I’d go out of business.

Now you may have a ton of valid points why discounting will suck the life out of my business. And you may be right. But at this specific point, I’m fiercely on the discounting side of the fence. So to get me over, you have to tackle the discounting argument very quickly.

When a topic is highly controversial, or likely to be debated, you need to bring the objection right to the top of your article. There’s no point in keeping the objection submerged somewhere later in the article.

So let’s take an example
Let’s say you’re losing clients because they’re headed to consulting firms that are cheaper. Your article in this case needs to take the problem head-
on. Your headline may well be something like: Why It’s A Good Idea to Hire A Consulting Firm That Costs 20% More Than The Competition.

**Now you’ve got your reader’s attention.**
So take on the disagreement and pack it in. Your opening paragraph could roll like this: Imagine going to your boss and telling him that you’ve hired a consultancy that’s 20% more expensive. What will that get you? A raise? Or will you get instantly fired?

The answer is: It depends. Because though it seems like a pretty good idea to get a consulting firm that’s a lot cheaper, you may want to know how that decision will come to bite you (and your firm) in the bum, in the months to come. So let’s find out three big reasons why the big guns don’t hire the cheaper outfits.

**So you see what’s happening in that example?**
The objection isn’t waiting in the wings. It’s jumped on stage and hogging the spotlight. And it doesn’t let go until the rest of the article unfolds. But by taking on the objection right at the start, it gets and keeps the attention. So if you know your clients is going to disagree like crazy, take ‘em on with the objection right at the start.

This takes us to the second route of objections, namely proof.

**Direction 2: Proof**
Proof isn’t quite like disagreement. It’s not quite as volatile. You may have made a very valid point, for instance. You may have said that the smart firms don’t hire cheaper outfits. Fair enough. But where’s the proof? For this you need a case study or two. No matter how magnificently well you craft your article, there are times when the audience will simply need that proof.

**Let’s take another example**
Let’s say you’re in the business of selling print. Now even as you’re selling the concept of print to companies, the entire world is headed in the direction of digital media. Your argument is falling in tatters even as you build the argument. So the reader follows along, but is looking for the proof.
So why are they looking for that evidence?
It’s because of human nature to seek a second opinion. Or simply because the person reading the article may not have the authority to make a decision. In the case of second opinion, we want to somehow justify our decision. When we have proof, we feel a lot better. We can talk to our partners, friends etc. about why we made the decision and get their opinions on it. And it’s at this point that we need to reveal the proof. And then in many cases, the reader needs the proof to sell the idea to a superior, a board of directors etc. So as you can see the evidence is necessary.

And this takes us to the third point: More Information

Direction 3: More Information
If you take on a disagreement head on, that’s all very fine. But often it may not be necessary to go over the top. And having proof is certainly very dandy, but again, case-studies and proof may not matter. In most of your articles, all your reader is asking for is more information. They’re not sure, that’s all. And if you give them more information, they’re more than happy to agree with your point and take the next step.

So let’s take an example...
Let’s say your article is talking about someone switching to a new flavour of ice-cream. There’s really no disagreement in place. And proof won’t matter much because taste is so subjective. So all you really have to do is take on the objection. And what is the objection? You know the answer. It’s simply: What if I don’t like the flavour?

All you really have to do is get the reader around the issue, and you’ve tackled the objection. You simply need to be rational or emotional about it. But what’s rational and what’s emotional?

Rational is when you simply state the facts. e.g. The store doesn’t require you to buy the ice-cream. You can merely taste it, and decide for yourself. The emotional way to defuse an objection is to use a story. e.g. My niece, Keira doesn’t like anything but her usual gum drop flavour of ice-cream. Yet she was all over this ice-cream and even asked for more. Or you can combine both rational and emotion into a single objection-defuser.
So let's take a breather and summarise
1) There are three core directions you can go with objections.
2) You can take on the disagreement head on.
3) You can show proof in the form of case-studies.
4) You can have a rational or emotional response to defuse the objection.

In most cases, you’ll just be defusing the objection without too much drama. But the question does arise: Where do you place the objection in your article?

The objection can go anywhere...
It can start an article. It can be in the middle. However it is mostly found towards the end of the article. But there’s no fixed rule. If the issue needs to be taken on right away, there’s no point in relegating the objection until later. Bring it on with full force right at the start. If you feel the need to create a disconnect and change the pace of the article, slip in an objection. And yes, you can have more than one objection in an article. Just be sure not to overdo it, OK? :)

And this brings us 360 degrees to the core question
Can your article do without an objection? Sure it can. Many articles don't need objections at all. But there are times when your enthusiasm alone won't work. You'll need an objection to drive home the facts.

And it helps you tick off that quirk of human nature. We're not saying you're wrong. We're just saying, “prove it to me.”
No. 12: Objections

In The Brain Audit presentation we see several of these scenarios unfolding.

Let’s start off with the first issue: Most people believe in the ‘Solution’ and not the ‘Problem.’ So how do I defuse the objections?

I use:
1) Disagreement
2) Proof
3) More information

Disagreement:
I show the audience how it’s the problem and not the solution that gets the attention of the brain. I do this by demonstrating the red and blue flashing lights of the cop car. This example immediately reduces the objection. But I don’t stop there. I then give examples of watching out for dog poo as well as dropping food on a white shirt/blouse. Those three examples are all engineered to destroy any disagreement that may exist.

However I go on to proof as well...

Proof: I show how magazines, newspapers, TV and radio run stories that are problem-based rather than solution-based. This is empirical proof and impossible to argue with. I may also show research done by scientists that prove how the brain responds to problems. And that research is a case-study—again impossible to dispute.

This takes us to more information...

More Information: Just because I’ve defused the objection with proof and removing the disagreement, doesn’t mean I’ve cleared the air. I still have to tackle the problem of how the audience can implement the ‘problem’ without sounding negative. And so I have to give them more information in the form of examples of radio ads, tv ads, brochures, web pages, sales pitches etc. They need to be able to experience first hand that it’s possible to get attention without being ‘negative’.
If you analyse The Brain Audit presentation carefully, you’ll find I spend a fair bit of time teaching and then defusing objections. In a presentation it’s an ongoing process. In a book it’s an ongoing process too. In an article, you have maybe an opportunity or two to defuse the objection. So do a good job of it. Objections exist. Bring ‘em up in your article, your presentation and just about any form of communication.

Then blow those objections to smithereens! :)

Outline: Three Ways To Make Peace With Your Ex-Husband

“First 50 Words” disagree with headline
What is The Work?
Objections: It’s him that needs to change not me
He needs to change
He hurt me
He’s a bad influence on the children
Summary
Next Step: Make a schedule for working your lists

Overall thought: peace begins with me
One word: peace
Three Ways To Make Peace With Your Ex-Husband

Try this the next time you pick up the kids.

Tell your ex-husband that you hate him. Tell him that you’re going to do everything in your power to make sure he sees nothing of the kids. Start screaming and kicking, and come down hard with your fist on his car.

Not only will this make him mad, it will get you upset as well. This approach will keep you feeling angry for hours, if not days. Your creative energy gets zapped. And where did all the enthusiasm for spending time with your kids go?

This Is What Happens When You Don’t Make Peace

Your life becomes a living hell. You can’t sleep at night. You can’t work at work. All you think about is the injustice of the situation. And it gets you down.

So how can you make peace with your ex? A powerful tool to help is called The Work of Byron Katie. It’s a process of writing down your stressful thoughts and then questioning them.

When you do The Work on you ex-husband, you stop feeling like a victim, and start seeing how much influence you actually have on the situation, and on your own happiness.

But It’s Him That’s The Problem, Not Me!

The Work is not about condoning bad behavior. Your ex may well be the perpetrator.

The Work is about your happiness. So ask yourself: how is your battle-readiness affecting you? How is your defensiveness affecting your happiness? It’s your life we’re talking about. How do you want to live?

When you use The Work to question stressful thoughts about your ex-husband, you will find how you make you unhappy. The Work is about learning how you can free yourself from the stress. And when you do, it will be much easier to deal with him.
Three Ways To Make Peace With Your Ex

The Work is a series of questions (see how to do The Work here) that you can apply to any stressful thoughts or beliefs.

Here are three ways to use The Work to find peace within yourself about your ex. If you get still and really do The Work on these, you will find your freedom creeping back inside.

Here are the three main concepts worth questioning.

1. My ex-husband needs to change.
2. My ex-husband hurt me.
3. My ex-husband is a bad influence on the kids.

Let’s look at each one of these concepts one by one.

1. My Ex-Husband Needs To Change

This is a powerful belief. And it doesn’t have to be tackled all at once. The most effective way to bring this concept to The Work is to make a list of all ways you think he should change. Then take each item on the list and use The Work to question it.

Here’s a sample list. You should create your own, though you’re welcome to use anything you see here that resonates with you. Remember, the more specific the better.

   He shouldn’t call me so much.
   He should have the kids ready when I pick them up.
   He should respect my time.
   He shouldn’t argue about little things.
   He should send child support on time.

When you have your list, and it can go on for pages, take each item one by one and do The Work on it. A facilitator can help you quite a lot. As you look at each item and question it, you’ll start to see things differently, and you’ll start to feel a whole lot better.
As you start to get the hang of it, you'll want to look at the second concept that can help you find peace when you bring it to The Work.

2. My Ex-Husband Hurt Me

The second way to use The Work to make peace with your ex is to question all the ways that you believe he hurt you.

Again, make a list. Fill in the blank like this. “My ex-husband hurt me because (or by)…” Your list might look like this.

- He left me for another woman.
- He thought his work was more important.
- He treated me with contempt (specifically how and when)
- He destroyed our marriage (specifically how)
- He won’t talk to me without being cold.

This list can go on. You may gain momentum as you write. Just get it out on paper. And then take each concept to The Work. You will find your part in things, but more importantly you will find how you can free yourself from your pain.

But don’t stop there. If you want to get freer still, it’s time to question one last concept.

3. My Ex-Husband Is A Bad Influence On The Kids

This concept has many branches, just like the other two. And when you question each part of it, you’ll come to peace with the role your ex-husband plays for your children.

This time, list all the ways you think he is a bad influence (especially the ones that make you mad).

- He doesn’t make them do their homework.
- He curses in front of them.
- He talks bad about me in front of them.
- He lets them watch too much TV.
- He has never aimed very high in life.
Again, your list may be much longer, though one concept is enough to start. When you’ve got your list, take each item to inquiry, by doing The Work on it. You’ll find growing compassion for your ex, and more peace within yourself.

**Summary**

If you want peace within yourself, a powerful way to get it is to use The Work to question all the stressful thoughts about your ex-husband. Three big concepts worth bringing to The Work are “My ex-husband needs to change,” “My ex-husband hurt me,” and “My ex-husband is a bad influence on the kids.”

If you are caught in these beliefs, they will keep you angry. And they will keep you gathering the evidence, which makes you even angrier. When you list all the supporting evidence for these beliefs and question them with The Work, your anger has no choice but to subside.

And when the anger subsides, you don’t have to try the kicking and the screaming, or the fist upon the car. No, you can pick up the kids you love and move along. You’ve got a life again.
Why the One Door Policy is losing you customers

Imagine that you're in New York City, waiting for a subway during rush hour. It's end the of a long day and hundreds of people are packed on the platform. And more people are streaming in by the minute. You're anxious to get home and have strategically positioned yourself. When the next train comes, you'll be near a door so you can quickly slip on and secure a seat.

It would work well if it weren't for the One Door Policy.

In order to cut costs, NYC Transit authority has decided that instead of opening all the doors on the subways, they will only open one door per train. No matter now many people are waiting or how many cars there are on the subway train, only one door will be open. Everyone must enter through the same door.

Now this may seem like a ludicrous idea. Forcing everyone through one door? Really!

The One Door website

And yet, many businesses are making the same mistake with their websites. Without even knowing it, they've already implemented the One-Door Policy. You may have been so focused on the website design and content that you've neglected to take into consideration how accessible your website really is on mobile devices.

A quick note of clarification here. By mobile, I am referring to mobile phones - not computer laptops or tablets. Tablets such as the iPad can access the full web. Mobile devices need mobile-optimized sites.

Test it for yourself. Pull out you mobile phone and look up your website. If what you see is a shrunken version of your website, then it's not mobile ready.

It's deceptive because you can probably see your entire webpage. And it looks like all the pieces are there. But the print is small enough to make an eagle squint.
The result of this? You’re likely losing valuable readers (and customers) because no one likes to squint and read. It’s just too much work.

Come on, how many people are really looking at websites on their phones?

The answer to this is simple. Way more than you think! Let’s play a quick game of Did You Know That.

**Did you know that....**

--> In the last twelve months, customers around the world have ordered more than US $1 billion of products from Amazon using a mobile device,” – Jeff Bezos, founder and CEO of Amazon.com (July 2010).

--> At the end of 2010, there were approximately 5.3 billion mobile subscriptions. That’s equivalent to 77% of the world’s population! This is a dramatic increase from 4.6 million mobile subscriptions at the end of 2009.

--> 90 percent of the world now lives in a place with access to a mobile network. For people living in rural communities, the accessibility rate is 80 percent.

--> There are more than 200 million active users [40 percent] currently accessing Facebook through their mobile devices. People that use Facebook on their mobile devices are twice as active on Facebook as non-mobile users.” – Facebook official statistics (January, 2011).

**Are you leading people to a dead end?**

Whether you hate smartphones or can’t stop yourself from checking phone every 10 secs, it’s hard to argue with the fact that mobile devices are here to stay.

For your business, this means paying attention the ways that you may be inadvertently leading your readers to a dead end.

Let’s imagine that you post something on Facebook and it shows up in your friends’ streams. Or their friends’ streams. And your comment piques
someone’s curiosity so she wants to check you out.

She’s checking Facebook on her iPhone so she taps to see your profile. “Look. Here’s his website. I wonder what he does.” Tap.

“Ugh. Too much info and too small to read. Oh well. Hey look..I just got another message. Gotta run.”

Wham! You’ve just led a potential reader to a dead end. With an optimized mobile site, she might have read an article. With a mobile newsletter sign-up form, she might have joined your list.

Instead, she’s moved on.

And the chances that the next time she boots up her computer, she’ll remember to check out your website? Probably pretty slim.

Your emails, social media accounts, and business cards probably all drive people to your website. And if your website is not mobile friendly, you’re simply leading people to a dead end road.

The real behind-the-scenes numbers

You may already be tracking the visitors to your site through Google Analytics or other analytics tools. For those of you who aren’t familiar with Google Analytics, it’s a free tool that gives you data on how many people have visited your site, how they found you, how long they stayed on your site, what pages they visited, etc.

What Google analytics doesn’t reveal is the kinds of devices that people are using to visit your website. For this, you can use another free analytics tool, PercentMobile. (Affiliate link here) The free account is limited to one website analysis.

Even if the thought of statistics brings up dreaded memories of high school math, it’s worth checking out PercentMobile. After you sign up for the account and register your website, you’ll be able to see some real behind-the-scenes numbers of the kinds of devices that people are using to access your website. Whether it’s an iPhone 4 or 3G or Nokia or Blackberry, it’s all
there in black and white. So go take a look.

**It doesn't matter what kind of business you have**

It really doesn’t matter what kind of business you have. Whether it’s a brick and mortar storefront or a professional services firm or a virtual business that you’re running from your kitchen table. The data clearly shows that your current and future customers are living (and participating) in a world where communicating via mobile devices is quickly becoming the norm, rather than the exception.

And in this world, your website an important part of how your business’ communication and marketing channel. So don’t make the mistake of limiting yourself to a One Door policy that leaves potential customers stranded on a dead end road.

Instead, take the time to make sure that you’re website is mobile friendly. If you want more customers, then it’s time to open up more doors.

**Next step:** If you want to stop losing potential customers, check out the resources page for a list of free tools that you can use to make your website mobile friendly.
The End?

What you have in your hands is just some of the incredible amount of work that participants put on a live course. And it gives you a good idea of what’s possible, if you just work at it.

In the end, article writing is like any other skill. It requires practise, practise, and then some more practise.

So keep at it. And all the best.

Warm regards,

s-
P.S. I trust you’re practising!
If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I’ll be sure to fix it. Email me at: sean@psychotactics.com