



HOW TO MAKE A QUICK \$10 000

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INTRODUCTION

That title is no wild claim, no pie-in-the-sky promise designed to set you off on a chase to non-existent riches. Our title is factual and based on the experience of professional and full-time entrepreneurs, who earn far more than the amount quoted for work that is not only easy and enjoyable, but usually occupies just a few hours of their time each week.

Facts prove that the business we intend to divulge to you, will bring you a steady and lucrative income, one that can be as high or as low as you wish it to be, one also involving as much or as little of your time as you wish to devote to your ventures. We are though, highly confident that once you taste a little of the massive profits this business will bring your way, you will not restrict yourself to the \$10 000 profits that working part-time will bring.

We will therefore take you further into the realms of this marvellous capital accumulating exercise, showing you how to increase your profit margins to almost unlimited proportions, explaining too just to relinquish the bulk of everyday activities to others while you continue with the management of your operation.

Nothing though will come your way without some input from you, and although the work itself is easy and enjoyable, there is one area in which you yourself must promise a 100 percent level of commitment. Do not, for one moment, think that earning vast sums of money is attainable without any commitment or hard work from yourself. Sitting back and expecting money to roll in, will never ever happen. If you start with that negative attitude you're doomed for failure. However on the other hand if you keep telling yourself that **YOU WILL BE SUCCESSFUL** and willing to work for it from day one, then together, this book will take you to heights you've never been before. Heights that most other people only dream about.

With this book, we provide you with the food and show you how to eat it. **BUT YOU'VE GOT TO DO THE EATING!** Based on our experience and those of others actively operating this type of business, non-committal and laziness **IS THE ONLY REASON FOR FAILURE.**

YOU'VE PAID FOR THIS BOOK, NOW GET YOUR MONEY BACK TEN THOUSAND FOLD OR MORE!

For your part, you must commit yourself to accepting that success can be yours for the asking. There is no magic involved in earning that \$10 000, no vast reserves of capital are needed to finance your venture (in fact no capital at all) and no special skills or educational qualifications are required either.

But without you working towards certain success and your ready acceptance that this plan will work, then you and your participation in this business are doomed to certain failure. At this point we might then consider the invaluable contribution of goals and ambitions towards success; success to life in general and to business in particular.

This book is concise and to the point. We give you **ALL** the dope but we do so in cold hard facts and to the point. You won't find page upon page of confusing technical jargon and nonsense. Everything is upfront, valuable and direct. This book's value lies not in the quantity of pages but rather the quality of hard hitting information it delivers. Information that **YOU** require to enable to read once and start up immediately with no fuss or bother.

For your benefit, we will also cover (very important for success) **BUILDING ON FIRM FOUNDATIONS, THE IMPORTANCE OF GOALS.** Then it's **THE BUSINESS.**

As a bonus, we have also included another business opportunity for you to peruse and possibly start operating.

BUILDING ON FIRM FOUNDATIONS

Those determined to succeed in the business we plan will first of all possess those essential characteristics of determination and ambition without which no business venture can ever hope to flourish.

Dreaming of riches will get you nowhere; working towards achieving them for yourself will. Sadly, too few people really believe that even with every ounce of determination and ambition they are able to muster, they will truly achieve wealth of their own accord. They might well see themselves destined instead to work for the real wealth creators of the world; those with better educational qualifications; those already possessing capital reserves sufficient to back their business projects; those for whom luck and divine providence have already decided to tip the balance of probabilities firmly in their favour.

If this is your way of thinking and a way of thinking you are adamant will not be revised, then you unfortunately are not one of those people for whom our plan, infallible though it is when properly adhered to, will work. Sadly those people set on a course to failure will look for obstacles in their path, and will actively seek out ways by which to prove their original fears of failure are well founded. In short they will fail – they will see to it that they fail – if only to prove to themselves how accurate their judgement really is.

And yet, it takes very little effort to re-programme your mind towards certain success. All you need do is accept the truth of the statement that very few of today's top achievers started out with more in the way of qualifications, experience and capital than you yourself possess at this very point in time. They simply had faith in themselves, and an invincible belief in the wealth that would – and did – ultimately come their way.

But in all probability you might already have far more in your favour than they did at the commencement of their business ventures. Almost certainly they would have to learn the ropes as they went along, making costly mistakes and suffering setbacks in the process. This their induction period was no doubt also that from which they learned the most. The costly mistakes of one's early days in business however, need not concern you at all, for as we have already said, our plan relies entirely on the actual experiences of many people for whom the promise of our title has lived up to, and in most cases, far exceeded their expectations.

THE IMPORTANCE OF GOALS

What are goals?

Goals are desires, hopes, ambitions, objectives – all of which mean little more than something we set great store in achieving for ourselves. Goals might take intangible form, such as a desire to be liked, respected, perhaps just to be happy and fulfilled. They might instead compromise more tangible assets: money, cars, houses, a vast business empire headed by that person whose goal it is.

Why are goals so important?

It is from these goals we derive direction in life. Without goals by which to guide us we are likely to lose ourselves along the way. That person who for instance harbours an obsession to build up a multi-national business will be more likely to channel his or her entire efforts into achieving that aim, than will the person who wants merely to be a success but doesn't quite have a clear picture of from where that success is likely to come.

How do I plan my objectives and set my sights towards success?

You must first of all decide what tangible and intangible aims you intend to pursue; list them; decide those that are most important, and those which might instead wait until those primary goals have been accomplished.

A final goal might incidently comprise a series of mini-goals, rather like a ladder of steps along the way towards achievement of that major goal. It is these minor goals which should receive your attention at the onset and from which you might plan a timetable, setting out for yourself what actions you must complete at any point in time, to reach your final goal within the time limit you have set for yourself.

Belief in yourself and your business

Without belief in yourself and your ability to succeed, your goals will never reach fruition. Fear is that symptom by which many, equally capable as their more successful counterparts in business, will either exist at a basic subsistence level in business, or else will fail abysmally in whatever direction their business endeavours take them.

WHAT IS THE BUSINESS?

Take a long, hard look at any newspaper. What do you see in abundance? Yes, you see stories/news (editorial), display advertisements (large advertisements) and pages and pages of classified advertisements. No newspaper is complete without the above very essential components. Yes, but what do you see in abundance? Advertisements, that's what! Advertisements, both display and classified are more abundant than news/stories. Check it out for yourself. Count the number of pages of stories/news (editorial) and then the number of pages of display and classified advertising and you'll more often than not come up with the very same conclusion.

Some people buy and read newspapers for the news items only, others for stories/news and advertisements (display and classified), and yet others for only advertisements. My wife falls in this latter category. She only reads the advertisements and goes through the entire classified section from beginning to end. She finds the bargains exciting and she is often found making a large number of calls the very next day.

And there are millions of people like her. We, together with just about everyone, are born to shop. It's genetics I tell you. And there's no doubt about it.

Did you know that every single newspaper has advertising, both display and classified advertising. Surely, you may ask, a newspaper's aim is to carry and convey news on what's happening in the world. News on business, general, crime, entertainment, weather, sports, etc. then, why do newspapers carry advertisements?

The answer is quite simply to make money. Newspapers and magazines make money by selling advertising space to businesses and individuals, on a daily, weekly or sometimes monthly basis. The advertisers are charged a fee for this service. Advertising is a huge and profitable industry and has become compulsory to the buying and selling game. No business will survive very long without adequate public exposure by means of advertising. It is not uncommon to see a single regular advertiser take up multiple advertising space quite frequently. Large advertisers always take up page upon page of advertising space in a single publication.

Newspapers and magazines charge a lot for their space and hence a small block advertisement might set someone back at least a couple hundred dollars.

Newspapers can't only print advertisements as doing this might make the entire newspaper absolutely boring and the readership will be reduced to people who buy and read papers for their advert content only. A

newspaper has to print good stories/news to capture and keep circulation and readership figures. They achieve this by printing controversial, shocking and sensational news. They make use of large font headlines and catchy posters. They also run competitions offering big prizes, where in order to stand a chance of winning, you have to buy copy/ies of that particular paper first. All this is done to boost their circulation figures and they sell more newspapers. The more newspapers sold, the more advertisers they get and more advertising revenue.

The bigger the circulation and readership figures are, the more they charge advertisers for advertising space. Circulation figures are the total number of newspapers sold for a day (daily newspapers) or a week (weekly newspapers). Readership figures are an estimate of the total number of readers for a particular day or week. Circulation and readership figures are totally different with readership being a higher figure. This is due to the fact that more than one person reads a single copy of newspaper.

Assume that Dad buys his favourite newspaper on his way home from work. He is not the only one to read it. Mum, gran, kids, etc also read this very same copy. Maybe, even the neighbour borrows and reads it too.

Newspaper and magazine circulation figures are monitored and audited by an independent companies like the ABC (Audit bureau of Circulations) to ensure that newspapers and magazines are honest about their circulation and readership figures. These figures are scrutinised by various advertisers and their advertising agencies before they advertise.

Newspapers and magazines make money by selling advertising space to individuals and businesses and NOT by selling newspapers. The income they receive from the actual sale of newspapers just contribute to the initial off-setting of production and distribution costs. The bulk of costs and profits are made from selling advertising space.

You do get some newspapers that are distributed free of charge. These are normally smaller newspapers with smaller production and distribution costs. The income these newspapers make from selling advertising space more than covers all costs and leaves them with a substantial surplus.

There are also newspapers that only carry advertising. These are specialist advertising publications whose target readers are those people looking to buy and sell. These newspapers are either sold at a low price per copy or are distributed freely.

Without advertising, newspapers would normally cost around 20 times more.

FUNCTIONS OF A NEWSPAPER

1. Provides valuable news and information to it's readers.
2. Provides a medium for large and small enterprises as well as individuals to advertise their products or services enabling them to survive in business and make a profit.
3. Provides cost effective advertising by offering classified advertisements to people advertising products or services or for once-off adverts (eg car for sale).

DISPLAY AND CLASSIFIED ADVERTS

Display adverts or retail adverts are expensive large scale adverts that are normally bought by very large businesses that are established and who stand to make big profits. They then can afford the large advertising expenditure.

Classified advertisements by virtue of it's name are smaller advertisements that are classed or categorised in different departments for eg, cars for sale, business for sale, etc. these advertisements are normally used by

smaller businesses and individuals to sell their products and services. They are a lot cheaper than retail advertising thereby making them more affordable to smaller concerns and individuals.

YOU SCORE WITH CLASSIFIEDS

Now that we have the basics out of the way and we understand how newspapers work with regards to advertising, let's see how we can score with classified advertising.

Newspapers are not the only organisations that can make money from advertisements. You can also benefit from classified advertising. We'll show you how. Before we commence, let's quickly examine in brief detail the world of classified advertising and why people advertise in classifieds. You need this understanding first before we plunge into the actual business further on.

THE USES OF CLASSIFIED ADVERTS

1. To carry and convey information for eg: birth and death notices.
2. To enable cheaper forms of advertising to take place.
3. To enable effective advertising to take place.
4. To enable buyers to find what they are looking for quickly since adverts are categorised for instant location.
5. Enables competitive firms to keep an eye out in the marketplace.
6. Enables competitive pricing of products and services thereby benefitting the final consumer.
7. Provides an income for the newspapers concerned.
8. Provides an income for advertisers.
9. Enables a different form of business opportunity to take place as discussed in this manual.

YOUR BUSINESS OPPORTUNITIES WITH CLASSIFIEDS

Now let's get down to the nitty gritty of making money from classified advertisements. For these opportunities we will only use classified advertisements (not retail/display advertising) and limit ourselves to daily newspapers only. We will only use newspapers that carry a great deal of classified advertising and newspapers that are sold to the public (not free papers)

BASIC WORK INVOLVED

1. Get hold of the same type of newspaper daily.
2. Browse through the classifieds with a fine tooth comb, and
3. Make note of relevant information, which we will discuss later in greater detail.
4. Establishing the contact and concluding the deal.
5. Accepting the payment, completing the cycle.
6. Start from number 1 again, doing this daily.

It is quite possible to start small and gain momentum as you progress, so if you start doing the six points above once weekly and as you get used to this type of work, you can eventually progress to daily. Your progress will entirely depend on how much you can handle taking into account your other commitments. But whatever you do, you have to commit some time to this program. Time and plan yourself carefully making sure you don't fall foul to that old thief of time – PROCRASTINATION. Do not put off till tomorrow what you can do today. Rich people are not lazy. They are hard workers!

By using classifieds, there is a very profitable way you can make up to \$10 000 monthly. It is a firm venture and is quite enjoyable too. You can work as fast or as slow as you want. You choose the pace. You choose the number of hours you work per day.

The other opportunity discussed later on deals with newspapers but is equally profitable and entirely different.

The following pages detail plans on how to make money from classifieds. It has been tried and tested many times and we are sure you will benefit from them shortly. Please take care to listen and follow everything as detailed. No matter how insignificant or silly an aspect may sound, it is written for a reason.

There is one money making method from classifieds and is as follows:

ADVERTISING AGENCIES

Here's where, with no risk, experience or expense, you can start and operate an immediate advertising agency from your own home on a full or part – time basis. It's absolutely lucrative in that you can take advantage of the fact that all businesses or individuals need to advertise in order to stay afloat.

“Advertising is big business, so stake your claim and open up an Advertising Agency from your own home. It's easy and you don't need a cent to start”

INTRODUCTION

In today's competitive market-place, every business needs to advertise. Some do advertise and some don't. Those that do will appreciate additional advertising mediums, methods and possibilities. Those that don't need persuasion, help and advice in order to advertise.

You can satisfy this demand for advertising by charging businesses fees for advertising with you. In other words, you offer them advertising space in YOUR publication, be it on a daily, weekly or monthly basis. You will run a publication (sort of collection of handbills) that contains adverts and if you like a bit of news and stories here and there. The latter is optional and this method works well without it.

You take payment from advertisers first before they place their adverts with you. You use part of this money for production (printing) and distribution costs. The balance of the money is your own profits to keep. You now arrange distribution of your publication as decided upon in your start up plan. In this way, you can start and operate a highly profitable advertising business without spending a single cent. You use the finances of other people (the advertisers) to float your start up expenses and reap for you a sizable profit on a daily basis.

WHY PEOPLE WILL ADVERTISE WITH YOU

There are a number of reasons why people will gladly give you their advertising business and would be happy to advertise their products or services with you. These are, amongst others:

1. Current newspaper advertising is too expensive and therefore out of reach for most small businesses and individuals.
2. Most newspapers reach a specific section of the market and may be out of reach or may reach a small portion of your advertisers target.
3. Too much competition. Large newspapers carry huge amounts of classifieds on a regular basis, so this may put off some prospective advertisers.
4. Personalised service can be offered by yourself to your advertisers since you are a smaller concern
5. Some advertisers are lazy and need some prodding on. You need to ensure this happens as you'll find this occurs sometimes.
6. Some advertisers are too busy to even make a single call to find out about advertising. You can visit these people at a time that suits them, weekends, evenings, etc.

7. You could provide major incentives for eg. cash discounts to regular advertisers. You could do this from advertiser to advertiser as you are the boss. Most large newspapers are bounded by company policy when it comes to awarding discounts.

DECIDE ON THE SIZE OF YOUR PUBLICATION

1. Firstly, give a name to your publication. This makes it easily identifiable and it looks professional too. Professionalism is very important and must be displayed at all times.
2. Now decide on how your publication is going to look and how many pages it will take. It is good to start with three A4 pages.
3. Place these three A4 pages together and fold horizontally to make an A5 sized publication that has A5 sides.
4. The name of your publication and your telephone number goes on the top first page. Don't take up too much of space for this as you'll be utilising good advertising space that you could offer to advertisers.
5. The name of your publication has got to match what the publication is about for eg SHOPPERS PARADISE or ADS GALORE, etc.
6. Your telephone number is very important as additional prospective advertisers, upon seeing your work may decide to do some business with you.
7. Decide on the area you will distribute these publications.
8. Put the name of this area next to or immediately below the name of your publication. At a later stage, you may run same named publications but in different areas.
9. Change the area name only when you tackle a different area. For example: ADS GALORE – LONDON, or ADS GALORE – WYOMING, etc.

PRICING FOR ADVERTS IN YOUR PUBLICATION

Decide on the number of publications you wish to distribute in a specific area. The more you plan to distribute, the happier your advertisers will feel about advertising with you.

This is because the more publications you distribute, the greater amount of people will read the adverts and hence more exposure and business is possible for your advertiser. If your advertisers are happy, they will come back to you again and again. And they will also refer your services to their business buddies.

This is the best kind of good exposure you need in order to be very successful. Always try and keep your clients (advertisers) happy at all times. This could be in the form of help and advice, good and friendly service and getting out your publications on time.

Some clients are clever. They will put undue pressure on you just to test your business capabilities and how well and smart you can be. Don't let them down as you'll be letting yourself down in the process.

If you can establish and maintain good customer relations, then you'll be smiling all the way to the bank.

GET QUOTATIONS FROM QUITE A FEW COMMERCIAL PRINTERS

Your choice of printer is the key to your success in this business. A printer is your soul mate in business and your success is directly dependent on how capable he is when he undertakes a job from you. If he does not deliver on time, then it's problems for you which could severely affect your client relations.

Therefore be very careful when choosing a printer and don't rush because he is cheaper than the rest. Cheap could even mean poor workmanship and erratic delivery times. You need to choose a printer who has the following characteristics:

- Experience
- Good and nearby facilities
- Able to do professional typesetting
- Is helpful and honest
- Able to supply all paper types
- Able to supply on demand
- Be punctual
- Good workmanship
- Reasonably priced (not necessarily the cheapest)
- Undertake deliveries to you

Try and visit at least three printers and get printing quotes on printing your publication. Tell the printer how many you'll be needing. Ask him for samples of similar work he had done before. This is to check how experienced the printer really is. Now ask for samples of various types of paper. For your type of publication, cheap paper like newsprint will more than suffice. Decide on the type of paper you will need. Note the printer, who fulfills all of the criteria listed above, who gives you a reasonable price and then further negotiate the price.

Some printers will try you but don't give in. Bargain to your heart's content as a cheaper quote would mean more net profits for you. It's entirely in your own interest.

The printer needs to give you a written quote and needs to guarantee the price for a specific period of time. Also give allowances for possible paper price increases in due course and bill this into your printing calculations.

DISTRIBUTION METHODS AND COSTS

You can use various methods to distribute your publications like:

- Hand out in streets and street corners, to passing pedestrians and motorists, etc
- Hand out at busy malls/ shopping centres/ libraries/ generally where there is a large clump of passers-by
- Hand out door to door in neighbourhoods
- Hand out via mail (expensive than the rest though)
- Hand out to post office boxes

Work out the cost to distribute each copy of your publication. Distribution is normally a strenuous part, so may want to employ school kids or part-time workers to do this for you. Decide on what to pay them.. A few cents per publication correctly delivered is a very fair price. You'll have to keep watch on them though. Do random checks to ensure that these are delivered to your requirements.

The above is the most effective method from a cost point of view and it works the best. The amount per copy you decide to pay is your distribution costs.

WORK OUT HOW MUCH TO CHARGE ADVERTISERS

In order to calculate a fair price to charge advertisers, ensuring you have a sizable profit for your time and trouble, we'll have to work backwards.

The costs you have so far:

- ❑ Printing costs
- ❑ Distribution costs

1. Adding these two together will give you a total of all costs you will ever get. This represents the total operating costs to you.
2. Calculate $\frac{1}{3}$ (one third) of the total operating costs.
3. This figure that you get represents your profit that you keep for yourself.
4. Add this profit figure to your total operating costs figure.
5. The amount you get represents the total amount of money you need to get from total advertiser's fees that you have to charge.
6. Divide this amount by the number of page sides (twelve A5 sides if you choose the size mentioned earlier).
7. This figure will give you the cost of advertising space for one A5 side of your publication.
8. Divide this figure by four and the new figure that you get will give you the cost of $\frac{1}{4}$ (one quarter) page of advertising fee in your publication.
9. You will base your advertising fees on this figure per quarter page of advertising space.
10. As an incentive for advertisers to book more space in your publication, you can give discounts on larger spots taken.
11. Remember advertisers pay you first, then their advert appears.
12. This money received from advertisers is pooled together and used to finance operating costs and your very own profit.
13. You can therefore start and operate this business with no capital whatsoever.

Let's put together what we've said so far in an example:

EXAMPLE

(Depending on when you read this, the prices used below may be out of date.)

In our example, we will choose to have twelve A5 sides in our publication. We want to distribute 30 000 of such publications in a specific area (our circulation is thus 30 000). Our publication is called AD KINGS – MUSINA.

The best printing quote we could get was \$40 per thousand publications, one colour. We have chosen to distribute these via door to door in Musina. To do the distribution, we employed a few school kids. We have decided to pay these youngsters 5 cents per publication correctly delivered.

A calculation of the operating costs and our net profit now follows. We'll also decide on how much to charge advertisers by working backwards.

PRINTING COSTS

The printing quote was \$40 per 1000 printed one colour. We need 30 000, so therefore:

$$\$40 \times 30 = \$1200$$

We have negotiated a 10% discount with the printer on that large quantity, therefore:

$$10\% \times \$1200 = \$120$$

$$\begin{aligned} \text{Total printing cost} &= \$1200 - \$120 \\ &= \$1080 \end{aligned}$$

DISTRIBUTION COST

Cost to deliver one publication is 5 cents. We want 30 000 delivered, so therefore:

$$\$0.05 \times 30\,000 = \$1500$$

$$\begin{aligned} \text{TOTAL OPERATING COSTS} &= \text{PRINT COST} + \text{DISTRIBUTION COST} \\ &= \$1080 + \$1500 \\ &= \$2580 \end{aligned}$$

PROFIT AT A MARK UP OF 1/3

$$\frac{1}{3} \times \$2580 = \$860$$

$$\begin{aligned} \text{TOTAL AMOUNT FROM COMPLETE SELLING OF SPACE TO ADVERTISERS} \\ &= \$2580 + \$860 \\ &= \$3440 \end{aligned}$$

CALCULATING ADVERT COSTS

Cost of advertising per A5 side:

$$= \$3440 / 12$$

$$= \$287$$

Cost of advertising per 1/4 page:

$$= \$287 \times \frac{1}{4}$$

$$= \$71.75$$

$$\text{No of } \frac{1}{4} \text{ page space to offer} = 12 \times 4 = 48$$

As can be seen from this example, you need to fill forty eight one quarter advertising spots. Bear in mind that some advertisers will take bigger spots, for example a half page spot, full page spread or even a double full page spread space.

You can decide to run similar publications monthly, bi-monthly or even weekly. However it is recommended you start with monthly and if it works for you, you can then do publications bi-monthly or even weekly. You should strive to run your publications weekly to gain maximum profits. You can also do similar ventures in different areas as discussed earlier on. Every area could do with their own such service as there are always businesses or individuals wanting to advertise in their specific area.

You should strive and get advertisers and individuals who conduct their main business in a specific area or who do business in the central business districts of their own towns. Most businesses rely on a specific area to do the bulk of their business so advertising has to be concentrated in that specific area.

This means that a business in Musina would appreciate or expect the bulk of it's business from Musina as that is where there are based. It's no use to this business if you concentrate all advertising efforts hundreds of miles away. You'll be running this business to the ground and yours as well. If his fingers are burnt the first time round, he'll keep away from you and your business. Be very careful, plan yourself well in advance so that mistakes, misunderstanding or mishaps don't occur.

When you start getting big and you find yourself battling to cope, you could employ somebody to help you out. Paying them and letting them take on the more mundane aspects of your business could free you up considerably. You could probably use this time to enhance your business and shape it up to what you consider to be the ideal lucrative enterprise. You would have to keep a close watch on employees, however as some of them do shirk their responsibilities and others don't see any urgency in getting something done on time. You'll also have to check all their work to ensure everything is in order.

PROSPECTIVE ADVERTISERS

They can be any type of business offering a specific type of product/s and/or service/s. They can also be regular individual advertisers. Advertisers could be profit or non-profit seeking enterprises. A profit seeking advertiser could be, as an example, a butchery. An example of a non-profit organisation could be a church advertising the sermon or lecture of a visiting Christian scholar, etc.

For the purposes of this money making program, it is best to concentrate on small businesses and individuals in order to get them to advertise with you. Big companies have extensive advertising budgets with their very own advertising departments and are only after the big fish. They won't really be interested in your publication at the very beginning but after you've put out quite a few of these and you are established, they might be interested.

HOW TO GET ADVERTISERS

This is the most important part as this is where the money comes in. Now this is where you will put your knowledge about being a business person (first chapter) and your understanding of newspapers and advertising as learnt later on in this book. This is where we make money from newspaper classified adverts.

1. Get hold of newspapers on a regular basis.
2. Make sure these newspapers run a substantial classified section as you need to view as much of the classified ads as you can.
3. Turn to the classified section and jot down all classified headings.
4. Under these headings, write down the details of advertisers who are small businesses or individuals selling a particular product or service. Group these per area. Their phone numbers will give you a clue on which area they are based.
5. Leave this newspaper aside, you're finished for now.
6. Check this newspaper on different days and cross check with the list you have already drawn up.
7. You will notice a great deal of adverts keep reappearing. This means that their advertisers are placing ads on an ongoing basis. You'll also find new adverts. Keep this cycle going.
8. Once you find that an advert appears more than once, tick these off on your list.
9. These are your best shot as it is easy to convince these people to advertise with you as they know the value of advertising, are directly dependent on it for their success and have the money to advertise.
10. Tell them for \$71.75 per ¼ page, they can advertise with you and get a ¼ page display advertisement in your publication as opposed to the few lines of classified advertising they're getting for a greater price at present.
11. This is the only time that you need to convince them to do business with you because you are only starting up and this a new concept to most of them. But nevertheless, you will get business.
12. Once you're up and running, the second time round will be a breeze as most advertisers will come to you. They will even book extra space the second time. If someone advertises with you for the first time and they are happy with your service and the product you compile, they will keep coming back for more.

13. You will eventually find the phones ringing every day, calls from advertisers wanting to book more space. There may even come a time when you have to turn a few away due to lack of space on your current edition. They will have to wait for the next edition.
14. Display advertisements are more appealing, responsive and work better than classifieds. Displays are enhanced with graphics, logos, superior print styles for mass appeal. Therefore they are more expensive than classifieds.
15. Classifieds provide fair but limited exposure. Displays provide more appeal and exposure and is a more successful form of advertising.

COLLECT ADVERTS AND PREPARE

The last stage is to collect adverts from advertisers, collect payment and hand over adverts to your printers. Explain the setting up of your publication to your printer. He'll have a computer and do the typesetting for you. Once layout, design and the entire publication is typeset, check for any errors and if happy commence with printing. Some customers may have very involved logos. In this case, ask them for a sample and get your printer to scan it off from there onto your publication. He can then 'clean' it up until it is ready.

You may find that you will have to assist some advertisers with the drafting and preparation of their adverts. Do this for them as part of the service. It is important to create a deadline for taking in adverts. If you find you have some space left, allow a few extra days making sure you don't run behind schedule.

Notify advertisers when publications will be ready and when, how and where they are distributed. Give the advertiser a publication for his own records.

Once publications are ready, commence with distribution as planned.

CONCLUSION

The first time you do this may seem a bit taxing but the second time round will be a breeze as more advertisers gain confidence in you, your business and your abilities. As we found in our second time, we had so many advertisers that space was booked in two days! We had to put off the rest till the following week. Use the above cycle and progress in such a way that you make up to \$10 000 monthly. IT WORKED FOR US, SO IT WILL WORK FOR YOU TOO. GIVE IT A TRY!

**ANOTHER
BUSINESS
OPPORTUNITY**

HOW TO WRITE

LETTERS TO THE PRESS

FOR PROFIT

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INTRODUCTION

You might not get to give up the day job, but with little practice and determination, you could be on to a nice little earner writing readers' letters.

Word for word, this has to be the highest paying of writing forms, unless of course you just happen to be one of the world's biggest selling novelists with fans waiting in all corners of the world for each and every book you write. Even letters as short as a dozen words are published and highly paid for by almost every magazine and publication you could care to name, and only a few publications continue to offer the once familiar token award in the form of ball point pens. Star letters today are more likely to attract payments of \$50 to \$100 for their writers – not a bad return for what amounts to so few words, neatly, succinctly and grammatically entered onto a sheet or two of paper.

Readers' letters, despite some improvement in their general status, are still not universally accepted as falling within the scope of traditionally writing forms. Fillers though, often considered mini-articles, are viewed in an entirely different light. Freelance writers will far more readily admit to submitting fillers in an attempt to boost their normal earnings than they will to writing readers' letters.

But there is a way of working to both disciplines, since a great many letters pages rely heavily on filler techniques, and so we find letters included which are in fact dressed up versions of anecdotes, along with rhymes, photographic submissions, jokes, overheard conversations, and so on, all of which arguably belong more appropriately to the fillers section.

Almost every magazine and newspaper, of which there are quite a few in every country, has a letters page, most paying around \$50 – \$100 for the day's/week's/month's winning letter.

Many freelance writers channel their efforts into providing text for the letters page. A sustained degree of success demands that the writer pays great attention to each and every letter, to the length and style of writing. The end result is 'polished' carefully before being written or typed onto the best stationery the writer has available. All of this though, for the really determined letter writer, is of little consequence until a preliminary, careful and rigorous market study has been made of the publication to which the letter will be directed.

WHAT CAN I WRITE ABOUT?

Look at any letters page and you will discover how vast is the area of topics that form the basis of letters published. Depending upon the style and viewpoint of the magazine or newspaper, the letters may be formal or informal, family-orientated or business/career related, strongly worded, sometimes humorous, sometimes argumentative, at other times remarkably tame.

The importance of market study will become apparent when one considers the difference between tone and style of one publication's letters and those printed on another's pages.

For most letter's pages, that experience known as 'life' is all that is required to find our letters selected for regular publication. Comments, opinions, everyday experiences, all have their place on the majority of paying pages.

Some editors favour comments on current affairs and matters of concern to the general public; others lean towards family anecdotes, words of wisdom from readers, those funny things children say, and comments from older readers on how things have changed since they were young. Editors quite naturally take pride in publishing letters commenting on articles and features from past issues, showing of course that the magazine has a loyal, regular readership and allowing them at least in their own minds, to favour the regular reader over the freelance writer – not always the case but who cares if the checks are regular?

Your hobbies, children, home town, job, husband, feelings and views, all can contribute to the letters you write, and unlike many writing forms you should never even consider it remotely possible to run dry of things to write about.

Replies to letters published in earlier issues win favour with most editors allowing readers to join one another in agreement or dissent, and showing too that those much coveted regular readers are out there.

WHO DO I WRITE TO?

Decide before you even pick up your pen to which magazine or paper you intend to write. Styles differ greatly as we have already discussed, and what suits one editor and his or her publication will prove quite unsuitable for another. Study as many publications as you can from the newsagents' shelves, noting in particular the type/style/length/viewpoint and seriousness of the letters on their pages. Think too just what groups constitute the publications' readership. Are they concerned primarily with particular hobbies, careers or political persuasions?

HOW DO I WRITE IT?

Now we must turn to the actual wording and presentation of our letters. It is generally accepted that we should begin with the words 'Dear Editor' as opposed to addressing the intended recipient by name.

In deciding what wording shall constitute the main body of the letter, it is always prudent to analyse carefully those letters the editor has already chosen for a place in the pages of his or her paper or magazine. Remember some publications favour short letters; some select a sizable proportion of rhyming contributions; some jokes and quips; some instead opt for only staid, serious comments on the more important aspects of life.

A letter's very beginning will very often distinguish between one chosen for publication and that passed over for relegation to the rubbish bin. Some published letters start almost with a 'headline' opening, perhaps a short statement intended to shock or surprise, maybe one designed to force the reader into continuing to the very end, this of course being our prime intention from that very minute we pen those words 'Dear

Editor'. If the editor finds nothing in those first few words to prompt him or her to continue, the readership will not usually be allowed the opportunity to assess the value of the words to follow.

The very best letters tend to be, if not short, then at least concise – straight to the point, with not a superfluous word to spoil the rhythm and impact of what the writer has to say. The successful correspondent will ensure that every word of his or her letter has a part to play.

Until your letter writing becomes more fluent, write down in full all of those points you wish to make without caring too much about order or actual wording. When you have listed all of those points concerned, then plan their most logical sequence within your basic framework. Re-read your work and if it makes sense and is sufficiently interesting, then turn your attention to the actual words you will use to convey your message. Will you for instance use a headline opening? If you write for instance of a night spent in a hotel with a colourful history, will you achieve greatest impact beginning:

'In July we stayed at the XXX inn'

Or will the editor and ultimately that person's readers be more swayed to finish reading your work if you instead begin:

"Now I know why they call that hotel's ghost 'The Grey Lady'. The very first time I saw her"

Once into the body of your letter, try cutting the wording to the bare minimum, whilst still retaining the essential message with that all important rhythm and flow. Delete all repetitiveness destined to create boredom – repetition has very little part to play in short manuscripts other than to reiterate the most important points.

Look again at the letters published in the pages of your target publication. Are they captioned? If there is a tendency to include a short caption to the letter then why not try providing it yourself? It might not be the one the editor uses, but the mere fact that you have tried your hand at captioning your work will be sufficient to convince the editor that you have at least paid attention to the general requirements of that particular publication's letters page.

I've lost count of the number of times I have been asked whether a typed letter, will or will not, win over a handwritten one, and in general there really seems to be no satisfactory answer. If I had to decide in favour of one over the other however, then perhaps I would fall on the side of the pensmith, but only to the extent that not all readers will have access to typewriters or word processors, and it may therefore be that a written letter will be viewed as the likely work of an everyday reader, as opposed to a freelance writer attempting to boost his or her income from more traditional writing forms.

When you aren't restricted to deadlines, such as the need to reply speedily to another reader's published letter or an editor's invitation for letters on set topics, then it's always a good idea to put your work to one side for a while in order to give your mind the opportunity to 'sleep on it' for a while, with the intention of reading your words afresh at a later date. When you read your letter again, perhaps a week or so later, ask yourself:

Does it make sense? Is this what I intended to get across?

Do the words flow or do I stumble over any parts of the wording?

Have I repeated myself unnecessarily?

Would another word or phrase be more suitable than that which I have used in my initial wording?

Can I improve my letter in any way?

If your letter still fulfills all of the requirements of succinctness, smooth flow and grammatical accuracy, as well as still sounding in your mind worthy of place on the target publication's letter page, then write it up on the best paper you can find and post it.

WHAT ELSE SHOULD I KNOW?

You should never send the same letter to more than one publication at any particular time. Editors live in constant fear of discovering that a letter on their page coincides with one on the pages of a rival, or dare we imagine it, several rival magazines?

Don't copy someones else's letter verbatim. This is 'plagiarism' – a much frowned upon practice of cheating for the writer to succumb to. You obviously might agree entirely with the writer of another letter and wish to say as much; perhaps you wish to expand upon your fellow reader's views, all of which is okay as meat for your own letter, but never, never copy what one reader has written with the intention of leading the editor and his or her readers to believe the work comprises your own original thoughts.

If after a few months you have heard nothing of your letter's fate, then you may safely retrieve it, perhaps amend or update it, and send it to another suitable publication. Usually a space of 3 to 6 months before re-submission will be adequate. Some letter writers believe you should wait a year before considering an alternative publication; in doing so they seek obviously to ensure their letters have the very last ounce of a chance of publication, without the accepting editor subsequently discovering that the letter has appeared elsewhere and potentially endangering the writer's chances of future publication.

In order to keep track of items on offer, an efficient record system is essential so that those letters not accepted by one publication can ultimately be offered to another editor. A small record card, even a plain white postcard, will suffice for each letter, with sections to record the contents of the letter, date of submission, title or caption, target publication and so on.

Now a word of the writer's identity. You will almost certainly start your career entirely under your own name, but there may arise an occasion when you want to submit a letter for which you do not wish to reveal your true identity. Perhaps you don't genuinely believe what you write, and it is by no means essential to convey your real opinion. If you might not want those friends and relatives who know you stand for one principle to find you supporting another, you might quite legally use a pseudonym to disguise your real identity. You might also fear that the editor will pass your letters over in case of accusations of favouritism should be forthcoming should you be regularly published in one particular magazine's pages.

Back to the subject of letters though. Some letters have a great deal to gain from the inclusion of a photograph. In the women's magazines, the odd things children say are all the more likely to be published if a photo of the little rascal is provided by which to satisfy the imagination of the magazine's eager readers.

In some letters pages the photograph stands alone, and added words would merely detract from it. Think for instance of those silly shop names, the odd signs we find on the highway and so on.

WHAT SUBJECTS ARE BEST FOR THE BEGINNING LETTER WRITER?

ANECDOTES:

Anecdotes are short narratives of particular incidents or occurrences of an interesting nature to which an element of humour is usually added. Examples include: the things kids say, odd shop names, silly signs, odd and little known facts, quotations, malapropisms and so on.

VERSE:

In some magazines a letter stands a much better chance of publication if the message it conveys is one made via the medium of verse. Some prefer short snappy humorous offerings whilst others prefer serious reflective verse.

HOBBIES, INTERESTS, ETC:

You don't need to be a parachutist or deep sea diver to enter your letter in this category. Anything remotely connected with your leisure time can be shaped into interesting letters. The odd quip, joke, amusing incident occurring during the course of your leisure pursuits makes for fascinating and profitable reading.

YOUR JOB:

Your job needn't in itself be fascinating. Odd things that have happened to you, emotional occurrences, people who have influenced you, places you have visited, are all side issues to your employment, which when written up into interesting letter form will readily find a place on the majority of letters pages.

LIFE'S IRRITATION, BOTH MAJOR AND MINOR:

Do you for instance hate politicians, bureaucracy, mothers-in-law, neighbours? You do? Great! We all hate the very same things sometimes so get your pen out and give us a chuckle or just provide us with cause for thought.

PETS, CHILDREN, HUSBANDS, WIVES, FRIENDS, NEIGHBOURS, ETC:

Don't you for instance just hate it when they suggest we shouldn't love our pets as much as we do? So do I, and because of this I once won a star letter prize by voicing my preference for the company of my beloved dog.

SEASONAL AND ANNIVERSARY RELATED TOPICS:

Stories of Christmas festivities of long ago, Easter customs in other parts of the world, birthdays and how differently they are perceived once we start that little bit older.

FAMOUS AND INFAMOUS PEOPLE:

Have you met any? Where they as you expected?

MONEY:

Something that concerns us all. Have you thought up novel ways of saving it, making it? You have? Do tell, there's a world full of editors and readers dying to be let in on your secret!