

Aside From Technical Writing... *What in the World Can You Do?*

Three Ways Writers Get Paid

- Sales - Increase revenue
- Support - Decrease costs
- Content - Create product

Ten Jobs You Can Do

1. Engineering Writer
2. Corporate/HR/Training Writer
3. Corporate Communications
4. Marketing/Commercial Writer
5. Medical Writer
6. Trainer/Instructional Designer
7. Project Manager
8. Web Designer/Developer
9. Usability/HCI Consultant
10. Freelance Writer (Content)

Five-Minute MBA

- Marketing is critical
- Before you can market:
 - What are you selling?
 - Who needs it?
 - How much will they pay?

Five-Minute MBA

Two factors in any buying decision:

- Perceived value
- Price

Five-Minute MBA

Avoid being a commodity:

- Develop unique expertise
- Develop a unique niche
- Develop relationships

What Color is Your Parachute?

- There are always opportunities
- Practical methodology for researching careers and organizations
- Find jobs before they appear

Four Pillars for Your Marketing Plan

1. Networking
2. Telephoning
3. Pro Bono Work
4. Sales Calls or Interviews

Five Steps to Controlling Your Destiny

1. Know and love yourself in relation to money
2. Know and love yourself in relation to your work
3. Set goals
4. Plan how to achieve your goals
5. Work your plan every day

Some Helpful Resources

What Color is Your Parachute? by Richard Nelson Bolles. 2004 Edition, Ten Speed Press.

Jumpstart Your Business Brain by Doug Hall. Brain Brew Books, 2001.

Celebrate Selling the Consultative Way, Edited by Rick Crandall. Select Press, 1998.

How to Work a Room by Susan Roane. Warner Books, 1988.

Guerilla Marketing by Jay Conrad Levinson. Houghton Mifflin Company, 1998.

You Can Negotiate Anything by Herb Cohen. Bantam Books, 1982.

Grow Rich with Peace of Mind by Napoleon Hill. Ballentine Books, 1996.

TechLinks, The Guide to Technology in Georgia, <http://www.techlinks.net>

See also anything by Brian Tracy at www.briantracy.com.