

from the editor

Picking up the pace

With fall just around the corner, the kids back in school and a Presidential election on the horizon, life's pace seems to be moving more rapidly than ever.

Many are completing AWAI courses while others are just beginning. Whether you are setting up your freelance business, compiling your portfolio, designing your web page or writing your first assignment, you'll find information in Freebird that will help you. This month we offer an incentive to create the tag line or the 30-second commercial you need to market yourself. Enter our self-marketing challenge. Perry Droast will help you plan for success with his first in a series of articles. Patricia Ogilvie who hails from Canada explains what makes the Architecture of Romance work. Anyone who plans to sell their articles to magazines will want to read Trease Carpenter's tips on how a query letter is constructed. An enchanting graphic design is brought to you courtesy of Joyce Dierschke. Hike through spectacular Watkins Glen State Park with Ron Paradiso. Incidentally, this state park is open year round. Wrap up your HTML studies with Frauke Nonnenmacher and get started on your web page.

New Freebird web page additions such as resourceful links and tools at your fingertips are coming soon.

Maria Thompson

The (Sometimes) Rocky Road to Success

Chapter 7 - Plan for Success

By Perry Droast

When you hear the words "business plan" do you envision a tedious report, filled with jargon, doomed to gather dust on a shelf? Or does it conjure up visions of success? Most people think of the former not the latter. A business plan *is* a plan for success. A well thought out business plan can become a living document guiding you and your business toward success. Not having a plan can condemn your business to mediocrity. Developing a strategic plan for your business helps to cut through the clutter and chaos that surrounds us. A good plan can help you focus on the key activities that will produce the results you want, while avoiding time wasting tasks that lead nowhere. Many businesses prepare a business plan to qualify for a loan. Even if you are not seeking financing for a new business, you will benefit by creating a plan that can be followed like a blueprint to help insure your success.

Writing on a freelance basis is very similar to running any other small business. Treat your writing services as a business, not just an artistic endeavor for which you are paid. Taking the time to formulate a vision statement, a mission statement, and a business plan for your writing business can pay rich dividends through the years. A good business plan can help make the difference between struggling to make ends meet and financial success.

Seek your vision. A business vision statement defines the overall future goal for your business. It should be quantifiable and easily understood. When Jack Welch was the CEO of General Electric he stated "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

Your vision statement should define a goal set sometime in the future such as "To make \$150,000 a year by 2007 and have 3 large direct mailers as regular clients". Since your goals may change over time, you will probably want to review and update your vision statement every year or two.

Guide your Mission. A hiker in the wilderness uses a map and compass as a guide to his destination. A mission statement is like a map and compass for your business, helping give your business direction and focus. You must identify closely with your mission statement, take ownership of it and be inspired to take action. Ask yourself why you are in business. Use your answers to formulate your mission statement. You will be much more likely to achieve your mission if it matches your values and goals. Like a short public relations statement, a mission statement is more general in nature than a vision statement. A mission statement usually doesn't need more than three or four sentences.

Some examples of mission statements:

Intel Corporation: *Do a great job for our customers, employees and stockholders by being the preeminent building block supplier to the worldwide Internet economy.*

Quiznos Sub: *To be a leader in the sandwich segment by serving the best sandwich in the marketplace: one successful store and one "wowed" customer at a time.*

Ben & Jerry's Ice Cream: *To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment.*

Your mission statement should be easily understood, inspire you, and focus on your core competencies. Homer Simpson should be able to understand your mission statement. Well, maybe Marge anyway. Your customers should be able to see what it is that drives you and how they will benefit.

When you review your vision statement, you should also review your mission statement, although it shouldn't need changing, if you were careful when you wrote it the first time.

Build your Plan

A business plan generally contains several elements, but its overriding focus is the strategy and development of your business, usually for a five-year period or longer. Your business plan should outline the actions needed to achieve your goals while being guided by the mission and vision statement. The act of writing your formal business plan will make you think about every aspect of your freelance writing business. Be specific and detailed.

Michael Masterson wrote in "Early to Rise" message #102, on June 6, 2000 about setting goals. (Go to www.earlytorise.com to sign up for the daily ezine) He believes that it is unlikely you will achieve your goals unless you follow a plan. To start he recommends writing down everything you want to accomplish in your life. He then says to distill this list to four main goals. His process has you take these four goals and write down five-year objectives for each one. Start with your most important goal first. Make a one-year list next and then monthly, weekly, and daily lists. If you are like me one of those goals is financial. That is where your business plan comes in.

Drill the dream into your head

Post your vision statement in your office where you will see it everyday. Do the same with your mission statement. Read your vision and mission statements every morning. Out loud if you aren't embarrassed by it. The act of reading these daily will help drill your dream into your brain and keep you focused on your goals. Keeping your vision and mission statements close by ensures your dream is never far away.

Note: This article is the first in a series. In the next article we'll help you to start building your detailed business plan step-by-step.

A Professional Web Site – Made Easy

By Frauke Nonnenmacher

Part 7– Using Tables for Better Layout

(If you've missed parts 1, 2, 3, 4, 5 or 6, you can get them from the Freebird archives [here](#))

Welcome to the final part of this tutorial. After today, you should have a professional looking web site, ready to upload to your web host. So let's get started.

In part 6 we looked at the basics of tables. Today you will learn how tables can be used effectively to make your web site sparkle. We'll start with using color. A lot of tags can take a color attribute, called "bgcolor". One word of caution – color definitions are much better off in Cascading Style Sheets, commonly referred to as CSS. But since are completely different (and more complicated) than anything we've done here so far, we won't go into that subject here. If you're serious about expanding your knowledge about web design, you should look into CSS. 1stPage has several useful links to sites about them in the help section!

So, bearing this in mind, let's get started. To make your web site look snazzy, you can use the bgcolor attribute in three places: the <body> tag of your HTML framework, the <table> tag and the <td> tags.

In the <body> tag, it defines the background color of the entire web page. Open your index page in 1st Page and expand the <body> tag to read <body bgcolor=>. Make sure the text cursor is still behind the equal symbol and move the mouse over the color palette in the top right hand corner. Select the color you want as the background color for your index page by clicking on the palette. Look at the two overlapping boxes underneath – the top one should now be the color you want. Now go a bit further down and click on the box labeled "FG" (foreground). This will insert the HTML color code right after the bgcolor attribute. The complete tag should now look like this: <body bgcolor=#69fa4e> (or whatever color code you picked). Preview the page to see how it looks like now.

Now do the same thing for the background color of the table. Change the tag to read <table bgcolor=> and insert the color of your choice. **Hint:** If the small color chooser doesn't show the exact color you'd like, just pick a color that's roughly like the one you need. Then click on the colored square to open an adjustment window, where you can refine the color to your taste.

Finally you can even color individual cells of the table by using the bgcolor attribute inside the <td> tag. The procedure is exactly the same as with the other two tags, <body> and <table>.

Nesting Tables

The final design element you'll find useful is nested tables, i.e. a table that contains another table. You can find some examples of nested tables if you look at the HTML code of the Freebird web pages. You can see the HTML code of any web page by clicking on "View" on the standard menu and then clicking on "Source" in the drop down box. In short, you can put a table inside a cell of another table. Nested tables are a great way of making copy like testimonials or special announcements stand out. Take a look at the Freebird "thank you" (slightly edited to remove stylesheet information) page as an example:

```

<html>
<head>
  <title>Freebird - the freelance writer and designer's guide to getting jobs that pay</
title>
</head>

<body>
  <br><br>
  <div align=center>
    <table width=80% bgcolor=#ffffff>
      <tr>
        <td>
          <br>
          <div align="center">
            
            <br><br>
            <h2>
              Thank you for subscribing to the Freebird mailing list
            </h2>
            <p>
              You can download your FREE marketing eBook by right-clicking on the link below
              and selecting "Save Target As" from the drop-down menu.
            </p>
            <p>
              (You need Adobe Acrobat reader to read Freebird. If you don't have it,
              download it <a href="http://www.adobe.com/products/acrobat/readstep2.html"
              target="_blank">here</a>. It's free!)
            </p>
            <table cellpadding=10 bgcolor=#c6f2f4>
              <tr>
                <td>
                  <div align="center">
                    <font size=+1>
                      <strong>Download your FREE eBook <a href="MarketingPlan.pdf">here</
a></strong>
                    </font>
                  </div>
                </td>
              </tr>
            </table>
            <p>
              Click <a href="index.html">here</a> to return to the Freebird home page
            </p>
          </td>
        </tr>
      </table>
    </div>
  </body>
</html>

```

Text in **Dark Green** is the HTML framework, text in **Black** stands for standard HTML text and images, text in **Red** is the outer table, and text in **Pink** is the inner table. As you can see, the outer table only consists of one row and one cell. It's basically a frame for the content of your web page, nothing more. It contains some images, text, and another table. The inner table is, again, only a frame consisting of one row and one cell – but it draws the eye to the most important message of the page, the link to the free download!

You can, of course, use more complicated table structures, but I would recommend that you leave that until you have a thorough understanding of what you can and can't do. It's just a matter of practice, so don't get discouraged – and you can still build a top-notch web site with the information you've got so far!

Homework:

Study the way tables are used on the Freebird web site, finish your own web pages, find a host (if you haven't already got one) and bring your web site live online!

World of Graphic Design



A Message from the Artistic Director

Miami Contemporary Dance School is proud to offer a fun, exciting and supportive atmosphere for training dancers. No matter what your age and whether you are seeking out training to become a professional dancer, to enjoy some adult education classes, or to gain self-discipline and the tools to help succeed in life, this is the place for you!

Our faculty is comprised of highly accomplished dance professionals committed to providing an awakening of "the power of dance" in every student through love, care and attention.

We are firm believers that students can overcome almost any physical challenge. Through dedication and commitment and a supportive atmosphere, students will improve their technique, quality of movement and artistry in general.

The dawnings of the contemporary age has arrived and we invite you to dance forward with us.



Ray Sullivan
Artistic Director

CLASSES

ADULT EDUCATION PROGRAM

Open Classes

Ballet	Pilates
Stretch/Yoga	Jazz
Tango	Salsa

Modern Dance

YOUNG STUDENT PROGRAM

Ages 9-18
Registration Required

Ballet	Modern
Stretch/Yoga	Composition
Repertory	Social Dances

Music: Understanding Rhythm
Introduction to Jazz
Introduction to Tap

CHILDREN'S MOVEMENT PROGRAM

Ages 3-8
Registration Required

Dancing with Toddlers for Adults & Toddlers
Creative Movement Ballet Principles
Modern Principles Drama for Youngsters
World Dances for Children

DRESS CODE

YOUNG STUDENT & CHILDREN'S PROGRAM

GIRLS

Leotard: Color will be determined by class level upon registration.
Pink tights: Tights must be able to convert to footless for modern.

BOYS

T-shirts: (White or color for corresponding level)
Black tights: Tights must be able to convert to footless for modern.

ADULT CLASSES

Suggested Attire: Sweat pants, comfortable clothing, or tights. (Salsa and Tango classes are great if you come with a partner but you may come alone and partner up with the teacher or a classmate even if they are of the same gender)

STRETCH/YOGA AND PILATES:
Students must bring their own mats or towels.

ON YOUR FEET
(applies to all levels)

Ballet: Ballet slippers (adults may wear socks)
Modern: Bare feet or socks
Jazz: Jazz shoes or socks
Salsa: Shoes or socks
Stretch: (Yoga) Bare feet or socks
Pilates: Bare feet or socks
Tango: Men: Tango shoes, dress shoes, or socks
Women: Tango shoes, high heels w/straps or socks

MIAMI CONTEMPORARY DANCE COMPANY

"Emotive and Exact"...*The Associated Press*
"Arresting Images"...*The Miami Herald*
"A Feast of Dance"...*Diario Las Americas*



PRE-REGISTRATION FORM

\$25.00 Registration Fee (no registration required for adults/dancers)
Please make checks payable to: **MIAMI CONTEMPORARY DANCE COMPANY**

Name of Student: _____ Date of Birth: _____ Age: _____
Academic School: _____ Day Phone: _____
Mailing Address: _____ Cell Phone: _____
Other Phone: _____ E-mail: _____

Return or mail form to: **MIAMI CONTEMPORARY DANCE COMPANY**
1919 Purdy Avenue
Miami Beach, FL 33139
www.miamicontemporarydanceschool.com
305-538-2988



MIAMI CONTEMPORARY DANCE SCHOOL



come experience...
the power of dance

www.miamicontemporarydanceschool.com



MIAMI CONTEMPORARY DANCE COMPANY
1919 Purdy Avenue
Miami Beach, FL 33139

Soft pastel colors and elegant font transport us into the contemporary dance world. The picture tells all— a mother swinging her laughing young dancer up in the air. Joyce captures the mood and joy, effectively using graphics to promote “The Power of Dance”.

Chat with the Designer

While visiting with Joyce we learned that she was new to both copywriting and design. Her story is an inspiration. She explained, "I spent about 10 years on the west coast working "in the television business". I had a great job, a great salary, but deep down (and not so deep down) I was unhappy and unsatisfied with my life and work. I showed talent and passion for writing and art early on in my life, but I only thought of it as a hobby - not something to make a living at. So I put it on a shelf while I climbed the corporate ladder.

Finally, I couldn't pretend to be happy anymore and decided to at least attempt to follow my passions. I moved to Florida and after a few months of not knowing how to proceed, stumbled on Peter Bowerman's book. After reading that, I was completely empowered! I decided to go to design school and learn all the new computer programs. My year of design school was one of the most fun and fulfilling of my life. I now have a diploma from the Art Institute of Ft. Lauderdale! While still at the Art Institute I managed to find a job as a copywriter for a fairly large real estate firm, where I am still employed as a designer and copywriter (they take full advantage of my training!). I enrolled in the AWAI Copywriting course about 2 months ago. Now I am focused on the AWAI course as well as on branching out and getting my own design/copywriting company going.

Early on in my career change I would wake up in the middle of the night with intense feelings of dread, asking myself, "Did I do the right thing? It was tough starting out, especially going back to school where the average age of the students was at least 12 years younger than I was. But honestly I found so much encouragement from Peter's book and other books, magazines and websites I found, plus the support of my instructors in design school. Things just started to click for me. Now I have no doubts whatsoever that this was the right move for me."

About the Designer

Joyce Dierschke studied at the Art Institute of Ft. Lauderdale, is now enrolled in the AWAI copywriting course and works full time as a copywriter and designer for a real estate company. She has branched out with her own venture, Concepts in Design & Copywriting Services. Member of the Hollywood, Florida Chamber of Commerce. Contact her at: jdierschke@netzero.net or (954) 270-5675.



From the Travel Journal - Wondrous Watkins Glen

By Ron Paradiso

Begin the winding trek to the 600-foot summit of the gorge at the main entrance of Watkins Glen State Park, and you'll soon discover why many locals consider it *The Eighth Wonder of the World*. Carved out of the western hillside next to the small resort town of Watkins Glen, New York, the mile and a half chasm of craggy rock formations displays its breathtaking splendor. Here, Glen Creek slowly reshapes the gorge before pouring into 37-mile long Seneca Lake – the deepest of the Finger Lakes – left behind by the receding glaciers of the last Ice Age over 12,000 years ago.

The steep trail to the summit, a climb eased somewhat by 832 man-made stone steps, rewards you with a diversity of spectacular rock formations, waterfalls, pools and plant life ... and dazzling views of the gorge along the way.

A hand-cut entrance tunnel at the lower end of the trail opens to Couch's Staircase and, soon afterwards, a view of Sentry Bridge. Then walk behind the waterfall of Cavern Cascade on the thin layer of shale worn away from the cliff wall as you make your way through the next tunnel and the staircase to the Narrows, where lush plants thrive in a shady, cool and moist "micro-climate."

At the top of the next staircase is Glen Cathedral, vaulted beams of rock formed from immense vertical cracks in the 200-foot shale and sandstone cliffs. Unlike those of the rainforest-like



Narrows, the sun-baked, barren ledges of the Cathedral support only sparse grasses, wildflowers and shrubs.

Hiking higher, past grottos and pools perfumed with the fragrance of lilies, you approach Central Cascade – the highest of the nineteen waterfalls in the gorge. Remarkable views complement the thunderous roar of water crashing down to amphitheatres of nearly perfect plunge pools, caused by swirling sand and stones wearing away the streambed.

Glen of Pools and Rainbow Falls lie ahead. A stone-arched bridge above Rainbow Falls leads to Spiral Gorge, where a dark, narrow passage curves upward. Its dripping springs flow into Pluto Falls, named after the ancient Roman god of the underworld, and where, appropriately, little grows in its darkness.

The most strenuous portion of the trail, a half-mile section along Glen Creek leads you to a steep staircase called Jacobs Ladder, and to the upper entrance of the Park. Alternatively, you can cross Mile Point Bridge below Jacobs Ladder and follow the Southern Rim nature trail down to the Park's south entrance. Before the man-made steps were created, tourists and locals alike, including the Native American Seneca Indian Tribe, used the nature trails. Today only the more adventurous hike the nature trails.

Accompanied by the serenade of birds and the scent of evergreen trees, hikers

often find themselves alone on the forest path. Here, peace and tranquility reign.

At the park's south entrance, in a willow-shaded grotto, visitors picnic at tables beneath a large stone pavilion, or swim in the Olympic-sized swimming pool. After a swim, a picnic lunch and a rest in one of the poolside lounge chairs, you'll be ready for the return trip down the gorge.

For this, you can choose the Southern Rim nature trail to the Suspension Bridge that spans the widest part of the gorge and affords a beautiful view down to the Park's main entrance. Detour down Lover's Lane, across the Suspension Bridge to Point Lookout and the panorama of a tree-covered hillside and the town of Watkins Glen, punctuated with its many steeples. The deep blue expanse of Seneca Lake glistens in the sunlight. Sail boats glide among speedboats with skiers in tow. Gentle wakes caress a crescent beach on the Lake's southern shore.

And, like the millions of others who visit here, you'll find yourself spellbound by the wonders of Watkins Glen.

Watkins Glen State Park lies along the southern rim of Seneca Lake in New York's Schuyler County. Admission is \$7.00 per vehicle. Enter on foot – an easy walk from the town of Watkins Glen – and you can travel throughout the park and swim for free. The Park's gift shop offers a unique collection of Indian artifacts and souvenirs

For details, contact Watkins Glen State Park at 607-535-4511, or Schuyler County Chamber of Commerce at 800-607-4552. For a complete listing of accommodations and activities in the Finger Lakes region, visit <http://www.schuylerny.com>.

Open Doors With Your Query

By Trease L Carpenter

The query is a short sales letter and is your only chance to get your foot into the door to “wow” an editor with your writing. It’s imperative to sell the editor on your writing at first glance. An effective query consists of the hook/promise, body/picture, credentials/proof and the close/push.

Hooking the Editor

Show only a tidbit of what you have to offer in a paragraph or two by placing a few of your cards on the table with the hook or promise. Pique the editor’s curiosity with a brief anecdote or by posing a striking question you plan to answer in your article. Grab the editor’s attention, but don’t make a personal introduction. All the editor wants at this point is your article proposal. What anecdotes do you offer and how will your article solve the problem or answer the question you pitched in the proposal? With limited time and space, you must quickly grab the editor’s attention with the hook, making a rock-solid promise.

Painting a Vivid Preview

Next paint a vivid picture using vibrant words in two to four paragraphs within the body of the query. With a working article outline or guideline in mind, tempt the editor with some of the article details. The query is not meant to be a condensed version of your article. Briefly explain what the article is about.

Proving You’re the Writer for the Job

Third comes the paragraph of credentials or proof why you’re the only one to write the article. If you have writing experience, mention it here. If you don’t have any published writing yet, that’s okay, but don’t mention it. Detail your professional experience or expertise concerning the article idea. Sometimes outside experience or expertise counts more than actual writing experience. Besides, you’re highlighting your writing skills in the query. Show you’ve got more than what it takes to pull off writing what the editor wants. Your query is your proof.

Closing the Deal

The last paragraph in your query is the close or push. This is where things get wrapped up and a final offer clinches the deal. Estimate when the article will be delivered or sent, should one be assigned. Let the editor know you’re available for clarifications and will answer any questions he may have. Thank the editor for taking time to consider your query and article idea. By all means be professional and courteous.

Acting Like a Pro So You’ll Be Considered One

When writing your query, use spell check, the correct format and proofread. At the top of the query include your name, street address, e-mail address and phone number for contact information. Don’t tell the editor what a great writer you are or get long-winded. Don’t ask questions you can’t or won’t answer in your article. Don’t mention lack of writing experience or act secretive, as if you feel the editor is going to steal your ideas. Make several idea suggestions in your query and sweeten the pot with extra goodies. Perceived freebies enhance your chances for an article assignment. Make the editor feel you can be trusted and query on something realistically achievable. Not doing so only shows you’re an amateur and too lazy to do the research.

If you offer more than one article idea, several article angles or spin-off ideas, you enhance your chances of an assignment as long as you don’t overload the editor. Also mention if you are submitting simultaneous queries and keep the query length to one page or less. You want to appear professional. Call or e-mail to find out specifically who to send the query to. Get the editor’s name and the correct spelling of the name. There’s no bigger turnoff than to have your name misspelled. Editors move around a lot so it’s a good idea to call or e-mail right before sending the query. Also

do NOT send generic queries. They are in poor taste and will be quickly tossed out. Your query's goal is to get your foot in the editor's door so you end up with the assignment.

Often a publication's guidelines list a waiting period for hearing back about the query. If not, then call to ask what the turnaround time is and then give it an extra week or two. Once the time is up, contact the editor to find out if your query has been reviewed and is under consideration.

Not only does the editor buy the article idea, but he also buys the writer. Do not write the article until the query has been accepted. Be sure both you and your editor are on the same page before you begin to write. The editor may make suggestions or want a different slant on the article.

Once the query is accepted the article process idea ends and actual article writing begins. With good research, a well thought out article idea and presentation that grabs the editor, you'll be well on your way to becoming a published writer.

Self-Marketing Challenge

Win a FREE Autographed copy of *Peter Bowerman's new book,*

The Well-Fed Writer-Back for Seconds

Here's how:

Create a tag line for your freelance business **or** create a 30-Second Commercial. (For help on creating your 30-Second Commercial go to: <http://www.freebird-zine.com> click on *Freebird Archives*, Read Issue 4, pg.3 "Creating Your Live Action Commercial")

Autographed copies of Peter Bowerman's new book will be awarded to the best two entries

Entries must be received by midnight October 1, 2004

Email entries to: mail@freebird-zine.com

Entries will be judged independently by the author of "Creating Your Live Action Commercial"

Results will be published in the October issue of *Freebird*.

Questions may be addressed to the email address above

Here is the query I wrote for this article. I initially made an error and used the wrong last name for my editor. Don't ever do that or it could kill any hopes of ever working for that publication or the editor.

Dear Ms. Thompson:

Did you realize that the query is the last step in the article idea process and not the first? What exactly are the parts of the article idea? Does the article idea come first or does the market research come first? What comes next?

I plan to answer these questions and more in the article I'm proposing. Market research is a big part of the article idea and should come first. I'll show why it makes sense to do the market research first and then come up with the article idea next. After the article idea is the query.

If the market research is done correctly, the query becomes the next important part of the article idea process. The query often makes or breaks the writer. I also plan to include the basic components of the query. Then what to do and what not to do in a query shall be covered. The query is what gets the writer's foot in the door if it's done correctly.

As a travel-writing student, I have been in search of more specifics on the article idea process than what the AWAI course covers. I have found many nuggets of information on the topic. I'd like to share what I've found with the readers of **Freebird**. These are common sense items. As students we need more solid and specific guidelines like these.

Maria, I want to thank you for your time in considering my article idea. I feel this article will prove helpful and useful to **Freebird** readers. Let me know if you need any clarifications or if you have any questions about my proposal. I look forward to working with you and **Freebird** e-zine.

Sincerely,

Trease L Carpenter

Why The Architecture of Romance Gets Unprecedented Results

By Patricia Ogilvie

Have you wondered just how great Direct Mail, written with a unique prospect in mind, can effectively persuade diverse family personality styles?

For example let's visit a typical family; mine. Before leaving for a social gathering, I remind myself to feed the cat, to lock up and I go back at least three times to make sure I turned off the light downstairs. My brother on the other hand, usually forgets something like putting both socks on and casually mumbles if it isn't a fun group, he has other things in mind. Mother smiles and hopes that everyone will like each other and that no one will argue. Dad growls. He isn't in the mood for a party. He'd like to eat and leave within five minutes.

Like most families ours represents a typical mixture of personalities and as a result our needs and desires differ.

Research has shown that all people fall into one of four personality styles.

1. *Controllers* are direct, self-reliant, self-confident, protective, energetic, goal oriented, and predominantly motivated by the need to live their life the right way, including improving themselves and the world around them. Their mental processing is done predominantly by thinking things through, quickly.
2. *Supporters* are warm, concerned, nurturing and sensitive to other people's needs. They seek union with others and the world around them. They are motivated by the need to be loved and valued and to express their positive feelings toward others. They process information through feelings.
3. *Analyzers* are responsible, trustworthy and value loyalty to family, friends, and causes. They have a huge need for knowledge and are mostly introverted, curious, analytical and insightful. Analyzing styles of personalities are motivated by the need for security. Processing information is sequential for these types. They use sensation as a processing mode.
4. *Promoters* at their peak are energetic, lively at times off the wall types. They are receptive, good-natured and supportive. They seek union with others and the world around them. They also have a much shorter "interest" span than the other types. They are motivated by the need to be happy and plan enjoyable activities, to contribute to the world, and to avoid suffering and pain. Promoters are tremendously creative, intuitive, and picture their images internally.

Early in life we learn how to feel safe and to cope with situations and personal circumstances by developing a strategy based on our natural talents and abilities. Those who have the same personality type have the same basic motivations and view the world in some fundamentally similar ways.

In fact, millions of people have the same coping strategy as you. When you write your control, you are actually writing to people who fit your style of behavior patterns, thinking and desires.

Direct mail is written with a unique prospect in mind. So how do aspiring copywriters write persuasive material for varying personality styles? *The Architecture of Romance shows us how.*

The key to persuasion is first building a trusting relationship. Right off the bat, the proposal, the foundation of the sales letter, takes the personality styles into consideration. Here's how.

The big promise quickly intrigues people like my controller father with a purpose and if the offer is presented right up front, you've captured him. No need to waste his time further. He's sold and on the phone or grabbing his credit card now.

Then there are those like me who require more information as analyzers (and more and more). In fact the longer the letter, the better I like it. Once I've gotten all the information, and I might just call you for clarification and more details, then I'll buy.

However, my brother the promoter personality style is a skimmer and only reads the highlights to determine if there is anything in it for him. Thus the headlines, teasers and subheads are pretty much the only pieces of information he'll consider. He'll drop down to the end and check, if the promise is still intact in the P.S. AND can he return it if and when he tires of this one. You bet!

My mother on the other hand feels obliged to read everything slowly because she thinks she'll offend the writer if she doesn't. Come on! However, to keep peace if not with the unknown author, but within herself, she will labor through until she can see the benefits either with pictures, graphs, emotions and promises threaded throughout. For her it can be short, however it has to hit her heart and prove to her everyone will be better off once they have the product or service written about. If it is good for mankind, it is good for her.

Amazing, how the Architecture of Romance touches all personality styles. It has a strong promise and a strong close. It softens with emotions and verifies proof with rationalization as well as testimonials. It provides credibility and uniqueness. And don't forget urgency and guarantee. Restating benefits either within the body of the letter as well as reaffirming them in subheads reaches the prospect who is looking for relevant data.

Not only is the metaphor of courting a prospect effective, it considers personalities you might not normally think about persuading. Now you have all your bases covered. Omit any one of these romance aspects and you reduce your chances of unprecedented response. How romantic is that!

When a control sales letter attracts a margin of over 10% response it is labeled unprecedented. What would a response rate over 30% be called? Impossible?- Follow the structure of the Architecture of Romance and your response rate will reach "unprecedented" results! Guaranteed!

About the Author: Patricia Ogilvie, owner of ProRisk Enterprises Ltd. is a Business Communications Consultant and Freelance Copywriter. Her seminars are popular for not only learning about how to write persuasively, they teach about human nature. For more information about the above article, please call her at 1 (780) 457-3658 or email prorisk@telus.net. To discover how to persuade customers or read about how to take charge of your life, visit: http://www.directmailmarketing.biz/wst_page4.html

From the Tool Box

Checking Readability Scores

As writers our goal is to reach our audience. What we write must be clear, concise and easily understood. Summed up in one word, our writing must be "readable". Did you know there's an often over-looked little tool hiding in your MS Word program? The tool calculates readability statistics on your documents. After the spelling and grammar check is completed, MS Word can be set to display readability scores for your documents.

How to check readability scores: Set MS Word to automatically check readability statistics. On the toolbar click on *Tools*, then click on *Options*. Under *Options* click on *Spelling and Grammar*. In the section labeled **Grammar**, click to place a "check mark in the box that says: "Always check readability statistics". Later when you have finished preparing a document, click on check *Spelling and Grammar*. When the spell check is completed, a screen will pop up displaying the reading scores for your document.

What the reading scores mean:

Flesch Reading Ease Reading ease is rated on a 100 point score. The higher the score, the easier the document is to understand. For most standard documents MS Word recommends aiming for a reading ease of 60-70.

Flesch-Kincaid Grade Level The grade level score rates text on a U.S. grade-school level. For example, a score of 8.0 means that an eighth grader can understand the document. For most standard documents, aim for a reading level of 7.0 to 8.0.

Reading levels can vary depending on your audience and the subject. But if you are writing direct mail pieces, promotional or other marketing materials, you will want a high reading ease score, 70 or above and a grade level of 7 or lower to connect with your prospects. Get in the habit of checking the readability statistics on your documents. Use the readability tool to appropriately tailor your writing and make certain you're reaching your target audience.