

from the editor

*Like birds in synchronized formation,
we're flying together.*

As we spread our wings, our flight takes us ever higher. The wind at our backs gives us momentum. And the networking continues. Those who have joined us are reaping the benefits. New friends are made, new ideas are born and business relationships are flourishing.

Each issue has variations, depending on the contributions that are received. We request particular articles, while others arrive unexpectedly. Many thanks go to those who cheerfully and enthusiastically take on the task, when invited to contribute. We are impressed with those who meet deadlines. Working with the Freebird staff is not unlike working for a client. Making a commitment and fulfilling your promise cements your reputation.

Those who would like to have material published, but are unsure of what to contribute, send your inquiries to mail@freebird-zine.com. We'll come up with an idea for you.

You'll notice that we are expanding Freebird's web site. In the coming weeks, keep an eye out for new features and benefits. Or subscribe to our mailing list to be notified automatically when something new is added.

Maria Thompson

The (Sometimes Rocky) Road to Success - Chapter 3

Rendezvous with Russ On The Way To The Beach

By Maria Thompson

If you look at the AWAI Forum member list, you'll find individuals from around the world. Freebird is interested in exploring the aspirations shared by all AWAI students, regardless of which continent they call home. We were curious to know how the lives of students are transformed after enrolling in their course work.

For this issue our virtual journey took us to the Canadian province of British Columbia where we talked with Russ Banister. Russ manages a bread distribution depot for Canada's largest baking company. Now that he is enrolled in the Six Figure Copywriting course, Russ has an exit strategy and a three-year plan to launch his copywriting business.

MT: *Russ, when did you begin the Six-Figure Copywriting course and what persuaded you to enroll in the course?*

RB: I ordered the course in August 2003. My first installment arrived on Sept. 6. Like most students, the sales letters for the AWAI course intrigued me. One day, Early To Rise showed up in my inbox. I subscribe to several motivational quote services so I was primed in the motivation department. I am constantly seeking ways to improve how I, "do life." In ETR Michael Masterson reiterated the idea of mastering a marketable skill. I've been told that I was pretty good at getting ideas onto paper. I began to think about writing as a marketable skill. The link from ETR led to the Bill Bonner letter. Then I read Don Mahoney's

letter about the bitter divorce. I put them aside for a while, but the letters always drifted to the top of my consciousness. One day all the ideas seemed to come together. I phoned AWAI office to ask a few questions. Soon after the call, I signed up for the course.

MT: *What, if any, writing background did you have before beginning the copywriting course?*

RB: Realistically, none. I've been involved on volunteer boards for 20 years or so and often found myself writing the important letters for the boards. I wrote the material for a fundraising campaign for a men's soccer team. The campaign netted over \$12,000 in two years. I journal off and on, but mostly off. Thinking back to school days, English and composition were my strongest skills.

MT: *What has helped you the most as you have worked on your course materials and started planning a freelance writing business?*

RB: I was extremely fortunate to find a graduate of the AWAI Six Figure Copywriting and Masters programs who lived about three blocks from my house! As I browsed the forum member

list one day, I noticed his location and sent him an e-mail. We met and now we get together about once a month. He shares his ideas and tactics, volunteers to read my copy and makes helpful suggestions, where necessary.

MT: *As some of our readers will recall, you were working on a letter to raise money for a new church. Last fall you asked for a Peer Review on the AWAI forum. Have you had a chance to use the letter?*

RB: Not yet. There has been some change of focus and our time frame is expanding. A modified version of my "appeal letter" will be used, when the campaign gets into full swing. Even though my "appeal letter" hasn't been widely distributed yet, we've had contributions come in from people who have seen the letter, including one of our own AWAI students and their church! Our pastor talked about the letter in a service. As a result more people were moved to contribute, without reading it.

MT: *Did you find that the church "appeal letter" planted seeds for other business?*

RB: Yes. The letter was the best piece I had to present to my newest prospect, who was very impressed with it.

MT: *Speaking of prospects, tell us about your other self-marketing efforts thus far.*

RB: I've had the opportunity to meet with a marketing company that has several projects for local businesses. The meeting forced me to begin putting together the nuts and bolts for a paying job. Suddenly, I had to develop fee sheets and a self-marketing letter. At our second meeting next week, I hope to land my first paid assignment.

MT: *What, if anything, has been the most the most difficult aspect of the copywriting course for you?*

RB: Right now, it's time. Spring is always busier at work, and I'm up to my neck in the local soccer scene. As my vision becomes clearer, though, it's becoming easier to prioritize my schedule.

MT: *What do you see as the most difficult hurdle as you move ahead with your three year strategy for life as a freelance writer?*

RB: More than anything, FEAR! Giving up the steady pay cheque, the benefits and the "known quantity" for the unknown. Even though my job doesn't challenge my creative urge or my abilities, it's still difficult to just walk away from it. Apart from the steady salary, as I look at the work of some of the other students on the Forum, I wonder if I have what it takes. Luckily, my constant contact with my mentor, Vic Elias, (see The Golden Thread #85) helps to allay that fear. He continues to remind me that, if I do the work, the skills and the talent will mesh. Another good piece of advice I got from him is that every one of us will do a different kind of letter on any assignment. To compare what I write with what others write doesn't make sense. We will all write from our own knowledge, experience and sense of what sells.

MT: *As you look down the road, three years, five years from now, what do you envision? Do you see yourself in a deck chair working on a sandy beach as the waves roll in? Do you picture yourself secluded in a cabin with a view of the mountains as you sit at your desk and write?*

RB: My vision of the future has changed dramatically, since I enrolled in the AWAI copywriting course. A year ago I would have been amazed, if a fortune teller had predicted that I'd be setting up a fee schedule, working on a self-marketing strategy and would be on my way to a new career as a copywriter. As for the next three to five years, the road ahead is clear. I'll complete the copywriting course, hone my copywriting and marketing skills and plant seeds for future business. And I will continue writing at home in the Okanagan Valley, one of the most beautiful locales in Canada, where the beach or the mountains are only minutes from my door.

MT: *We've enjoyed visiting with you, Russ. It is always a pleasure to see students forge ahead, explore new opportunities and watch their dreams unfold.*

RB: Thank you for helping me to recognize that I am becoming a copywriter. Your penetrating questions helped me realize, I am moving toward my goals. Just not in the way I planned. I was having some "serious second thoughts" about this whole endeavor. At times I was unsure, if I had the talent or ability necessary to succeed. Your assistance has helped me put it all into perspective again. I still don't know, if I'm totally ready to go out and stir up the marketplace yet, but it seems ready to stir me up!

Getting Started as a Freelance Writer

by Gary Maxwell

So you want to be freelance writer? Great! Writing is one of the all-time favorites, when it comes to choosing a home-based business. The start-up costs and overhead are just about the lowest around and there is always a need for good writers. The two questions that plague freelance writers the most as they begin planning their self-marketing strategy are: "Am I good enough?" and "How do I get started with little or no experience?"

Am I good enough?

At first, the question may be a little difficult to answer. Even if you feel that you are a good writer, put together a few samples. Show them to others and ask for honest feedback. Hearing positive comments from someone else will provide you with the assurance you need. When you believe that you are a good writer and others think that you are too, it makes it that much easier to get started.

How do I get started?

The first thing a working writer needs is samples of their work—commonly referred to as "clips." These are actual articles that you have written that have been "clipped" from the newspaper, magazine, or other publication, and have been saved as part of your portfolio to show prospective clients your writing ability, style, etc. "But I have never written for anyone; How will I get clips?" Ah, the classic chicken and egg dilemma. There are some simple solutions. Read on!

No clips? Write your own!

That's right! Write your own. But don't refer to them as clips, since they really aren't published pieces. Instead, refer to them as "samples." This gives you something to show prospective clients, when they ask. And most of the time, a client doesn't really care what the samples are about. They just want to know that you can write well and are publishable.

Go for low or no pay assignments

Try writing for local concerns in your hometown. See if a weekly or daily newspaper would be interested in your services. The smaller the newspaper the greater the need is for content and writers. Or volunteer to write for a non-profit group. You won't get paid much—if at all—but you will gain valuable experience and some clips for your writing portfolio. Once you get a half dozen or so, you can begin to market your services.

One final note: Work for low or no pay only for as long as it takes you to get clips. Once you have a few clips to show prospective clients, begin to charge market rates. After all, you're worth it.

If you follow these steps, you should be published (and have clips) before long and well on your way to being established as a writer. It may not be easy at first, but with persistence and determination you will succeed!

About the author

Gary Maxwell is a commercial writer based in Shrewsbury, Pennsylvania USA. With nearly 15 years of experience in business and industry, Gary brings extensive knowledge and understanding to the commercial writing arena. As a writer, he has published extensively at the local, regional, and national level, and as a proponent of the SOHO, his contributions can be seen in the latest edition of home-business expert Barbara Brabec's *Home Made Money: Bringing in the Bucks* (August 2003), as well as *The Linux Journal* (April 2003).

How to Get Money Rolling in Now

Four Strategies to Get a Flood of New Clients Almost Over Night

Dear Friends,

If you seriously want a flood of new copy clients as fast as humanly possible, read on.

You may have “seen” me lounging around the Student Forum under the pseudonym Ionut. When the folks at **Freebird** asked me to write an article about getting more clients, I got excited. You see, I know four hyper-responsive strategies to...

Suck In Leads Like A Vacuum –And Convert Them Into Cold Hard Cash!

I know you’re chomping at the bit to discover these lethal and proven methods. I’ve used them all in one form or another. I can tell you this - **they work!**

Strategy #1: Niche Markets

Pick a niche market that interests you. Find out what type of products (especially information products) are being sold by direct marketing. Find out who the advertisers are (they’re in the niche publications) and put together a hard-hitting sales letter (a.k.a. FREE REPORT) about how you can help them sell more stuff.

Condense your report into a ¼-page lead generation ad offering the free report as the “hook” and run the ad in one of the niche publications. Have prospects call a toll-free 800 number to listen to a free recorded message and leave their mailing address and telephone number.

Mail the reports to them. Here’s how to really get their attention! Attach a dollar bill to the cover letter. Then call your leads and follow up monthly. Keep on mailing and calling your leads.

Bounce from niche market to niche market repeating the strategy.

Strategy #2: Business Section of Newspaper

Acquire a list of daily newspapers in your area. Check to see which one has the largest circulation and the cheapest advertising rates. Then create a small display ad, which reads something like this:

Direct Marketer Looking For New And Hot Products To Sell!

Do you have a new product or website to promote? Call me. I'm looking for profitable products to sell via direct marketing. I'll help you make truckloads of money. Joe Copywriter (555) 202-2200.

One AWA student I shared the idea with made several thousand dollars as a result of a similar ad. Try it!

Strategy #3: Mail “Who’s Mailing What” Direct Mailers

You probably know about the “Who’s Mailing What” publication. In case you don’t, it’s a compilation of current direct mail sales letter controls. It also contains the names and contact information of the actual direct mail companies.

The idea is simple: Write a long-form sales letter to the direct mail companies with whom you want to work. If you know what you’re doing, they’ll be able to tell by your sales letter and you’ll be deluged with responses.

OK. What else?

Here is an ingenious way to get all the copywriting assignments you could ever handle with no out of pocket expense.

Strategy #4: The “Parasite” Technique

Here’s how it works:

You track down other copywriters. They might be well-known, high profile types or even lesser known ones. You strike up a deal. For example, offer to write copy on the projects they would otherwise turn down. You both will benefit. They will make more money and you get experience plus a little “bone” thrown your way (nothing like learning and earning) - and everyone is happy.

I love this strategy because you don't have to find clients or pay for advertising. All you have to do is get the contact information for different copywriters and just make a call. Or even better, if you're really broke, e-mail them.

What are you waiting for?

Get out there and make some money!

Sincerely,

John L. Anghelache a.k.a. "Copybum"

P.S. Are you currently swamped with copy clients and can't handle all the new business? Drop me a line at copybum@yahoo.com. Let's work something out. Maybe I can handle some of those projects for a small slice of the pie you negotiate with your clients. You never know.

P.P.S. See, I always try to take my own advice.

A Professional Web Site – Made Easy

By Frauke Nonnenmacher

Part 3 – Images II and File Names

(If you've missed parts one and two, you can get them from the Freebird archives [here](#))

In the last issue, you learned how to insert images into your web page. Today we'll look at some more attributes of the tag. Start up FirstPage and open your home page.

FirstPage can take a lot of work out of inserting images. Here's how: Place your cursor at the beginning of a new line, just below the first image you inserted. Now take a look at the top right corner of the FirstPage window.

You'll see a toolbar with a number of tabs labeled "Standard", "Fonts", "Lists" etc. If you can't see this toolbar, click on View->View Palette in the main menu to display it.



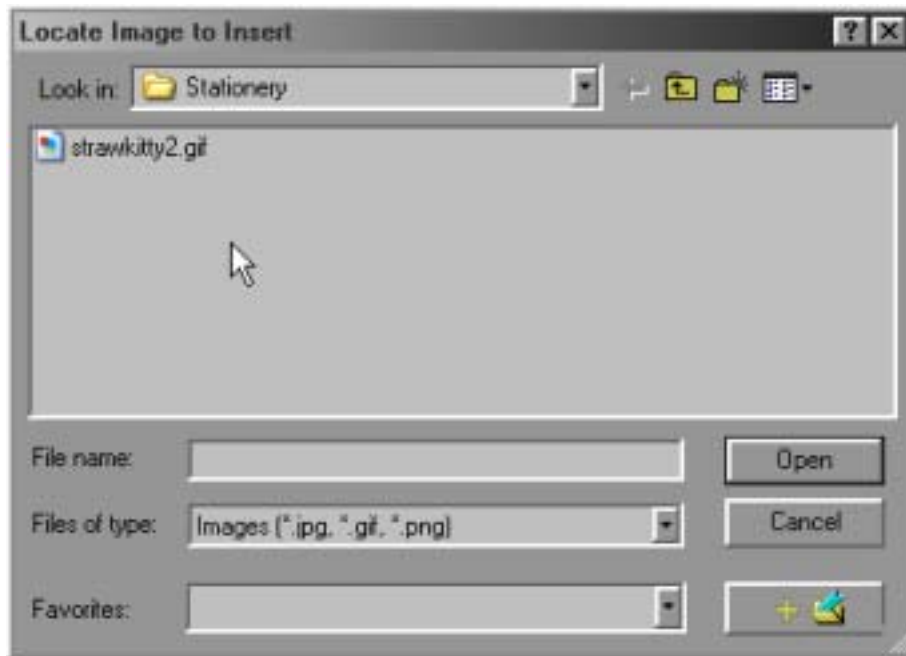
Select the "Standard" tab to display the standard elements of HTML selection.



Move the cursor over the "Insert image quickly" icon and click.



The following dialogue box will open:



Note how this dialogue box shows you only the default image types for the web, which are GIF, JPEG or PNG files. These three are the **only** still image formats you should ever use on a web page. All others are non-standard and can seriously mess up your web page display.

Select the image you want to insert from your "graphics" directory and click "Open" to insert it. A new line of HTML code has been added to your web page:

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```

As you can see, this tag has a few more attributes than the one you used in the last lesson. You should never use an image on a finished web page that does not have all these attributes specified!

The "width" and "height" attributes specify the dimensions of the image in pixels. These attributes are very important because they tell the browser, how much space the image will need on the page. If you leave these attributes out, your web page will load more slowly, and the text will be shuffled around to accommodate the image as it loads. Neglecting to include width and height attributes is a sure sign of unprofessional web site design that can cost you clients, so **always** include width and height information about an image in your HTML code.

The "alt" attribute specifies the text that will be displayed instead of the image, if the browser is unable to display images. As an exercise, insert text describing the **function** of the image into your web page. For example, if the image is your company logo, the text should be along the lines of alt="Capital Writing Ltd – for all your copywriting needs" rather than alt="Company logo", because the latter will not tell your visitor anything.

Finally, the "border" attribute specifies how thick a border should be drawn around the image. A value of zero means no border at all. This attribute is very important when you want to use an image as a hyperlink (which will be covered in the next lesson).

There's one more thing I'd like you to do with your document. Take one of your text paragraphs and place it right behind the image so your HTML code looks like this:

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```

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<p>
```

```
Welcome to Creative Cats - your one-stop-shop for all your copywriting needs
```

```
</p>
```

If you look at the result, you'll see the image with the text beneath it. Now add another attribute to the tag; align="right":

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```

```
<p>
```

```
Welcome to Creative Cats, your friendly one-stop-shop for all your copywriting needs
```

```
</p>
```

If you look at the page now, the image has been moved to the right margin of the web page, and the text flows around it.

A word of caution: Aligning images like this must be done with care. You don't know how your visitors' browsers are set up, how large they display their text, what their graphic settings are and so on. So please use image alignment only if there is no better alternative.

Before you go any further with your web site, you need to know about file names on the web. Modern computers are generally able to cope with file names that contain spaces, such as "my logo.gif" or "sales page 1.htm". **Never rely on a file name that contains spaces when it comes to your web page!** As far as I'm concerned, anything that's not a letter or a number is a big no-no on the web. The files names I just mentioned should be changed to "MyLogo.gif" and "SalesPage1.htm" respectively to ensure that they can be displayed by any browser.

Homework:

Give the tags on your web pages a make-over. Add all the necessary image attributes you learned about in this lesson. If you have no quick way to find out about the width and height of your images, delete the old image by removing it's tag and then insert the image again by using the "image insert" button.

Also experiment with the tag Help feature offered by FirstPage. Click inside any tag, so that the text cursor is anywhere between the angled brackets and press F1 to display information about the tag. Use this feature to find out more about the tags you've been using so far. Don't be afraid to experiment with new attributes you read about in the Help feature. Just make sure you have a backup copy of any important web pages you don't want changed too much!

Don't forget: Previous parts of this article are available from the Freebird archives. Plus, coming soon, an exclusive section devoted to web site design, construction and maintenance.

From the Travel Journal

Trolley Trip to Tijuana

By John C. Cole

Forget everything you've ever heard about clogged freeways, "road rage", and the everyday annoyances of getting from point A to Point B, ANYWHERE in southern California. On a Sunday afternoon in March I boarded a trolley at the Valley View Mall north of downtown San Diego. The round-trip is a mere five dollars to the town of San Ysidro, the last stop before Tijuana. You can close your eyes and snooze for the 45-minute trip or take in the sights, if it's your first trip.

Debarking in San Ysidro, I stopped for a light lunch at the ubiquitous Golden Arches (If you have to use a restroom, try somewhere else!) Soon I headed for the border, joining the throngs of tourists sauntering ever so slowly up the long, shadowy, seemingly endless, winding corridor. Suddenly, down a flight of steps into the bright sunshine and I was in Tijuana (Spanish for "Aunt Jane", I'm told).

Think, loud, colorful, and "touristy" with a Spanish accent. Everybody (and I DO mean everybody) wants to sell you something. Main Street Tijuana is ALWAYS open for business and EVERYONE is involved. I had one particularly unsettling experience, when a young lady came up to me, thrust what appeared to be a live snake in my face, and asked me, if I wanted to purchase one. A very effective sales technique, but I was able to resist. Harder to resist are the numerous bronzed, black haired Mexican elves who have been pressed into service, selling everything from belts to bubble gum. My initial reaction was "How cute" until I realized it is the grinding poverty of the town that presses everyone into the sales force, cradle-to-grave entrepreneurs, not by choice but by necessity.

My next stop, a sort of Mexican K-Mart, featured everything from jewelry to television sets to baked goods to a bookstore. Browsing through the books, I found several familiar titles, including Michael Moore's "Stupid White Men" (***Hombres Estupidos Blancos***). One unique feature of the store was a sunny, spacious, family-oriented dining area. To my surprise Coca Cola was being sold in 12 ounce bottles, *no longer found in the U.S.*

By 6 p.m. I had seen enough and been accosted enough by assorted members of the Tijuana sales force. I made my way to the main street and hailed a taxi, no small feat in late afternoon. Everyone seemed to have the same idea at the same time I did. After a quick, uneventful ride to the border, I was confronted by a line of vehicles that stretched, seemingly for miles, across six lanes of the local freeway. As I joined the pedestrian line, a bit narrower than the vehicle line, but just as lengthy, I expected to wait the estimated 45 minutes, when Lady Luck intervened. A Mexican border guard escorted me to the head of the line, perhaps because I didn't have any purchases. I joined yet ANOTHER line that snaked slowly across the border, through Customs, back to the U.S. border. The security precautions made re-entering the U.S. much more difficult than it was to leave the country.

After waiting a few minutes for the northbound trolley, I climbed aboard and settled in. Taking advantage of the darkness and relative emptiness of the trolley, I quickly dozed off until the lights of San Diego roused me from my fitful slumber. Back to the hotel at last, I crawled into bed, savoring the delights of my day, but grateful to be back in the States.

The Tool Box

See the "must have" source for the word master

As a freelance writer, words are your business. A treasure trove for any writer is www.yourdictionary.com, a site specializing in information about language - any language in the world. Here you'll find a comprehensive and authoritative language portal that has no rival. Imagine a site with over 2500 dictionaries and grammar rules for more than 300 languages! There are glossaries of technical vocabularies for more than 130 categories like advertising, construction, finance, e-commerce, engineering, mathematics, marketing, medicine, publishing and more. There are dictionaries of abbreviations & acronyms, and for synonyms, pronunciation and rhyming too. And there's even more. With this site's interactive Thesaurus, finding the right word to use in your writing is only a click away. If you need to translate foreign phrases, the Translator will save the day. Install the site's Look-Up Button on your browser for a simple way to search the English dictionary-thesaurus from any web location! Yourdictionary.com is destined to become a Tool Box favorite.

Seven Step Set-Up - Your Primary Link to Clients

By: *Christine Cavaliero*

Statistics show that in 1902 only 8 percent of the homes in the U.S. had a telephone. A three-minute call from Denver to New York City cost eleven dollars. The telephone, once an expensive luxury, is now an affordable and commonly used technology. Today few people could imagine living without a telephone. For businesses the telephone is a primary link to clients.

To succeed as a new business you'll need skills and knowledge. And you'll need tools to help you do the job. The telephone is your least expensive and one of your most important business tools. A telephone is your lifeline to your clients.

If you plan to have a stand-alone office you will have a business phone number. The same rule applies, if you will work from a home office.

1. Get a dedicated phone number. A separate phone line for business, along with designated office space are necessary for your new business enterprise to take a home office tax deduction. Having a separate business phone number in a private area within your home will preclude family interruptions or children answering the telephone. Nothing implies novice like a child answering the phone. You will never be able to convince your clients that you're a qualified pro, if you have family interruptions during phone calls.

Note: If you choose to use your home phone for business, only the long distance business calls will be deductible as a business expense. [IRS Publication 587](#) See pg. 9. Utilities

2. Consider a telephone/answering machine/fax combo. There are a wide variety of choices, when selecting a telephone. Many telephones come with an answering machine as a standard feature. The telephone/answering machine/fax combination is worth considering. You will have one machine that does three jobs and economizes office space. The answering machine insures that you never miss an important business call. A fax will allow you to quickly send and receive documents. If a client isn't able to transmit documents via email, a fax machine could be a lifesaver.

3. Install Caller ID A caller-ID installed on your phone line will enable you to see if a call is personal, business or a sales telemarketing waste of time. When you're working on a project, you can choose whether to be interrupted or allow the answering machine to take a message.

4. Use your answering message to promote your services. Record a brief outgoing message in a warm professional voice. For example, "*Thank you for calling XYZ Company. We're on the phone helping another client or away from our office, please leave your name and number at the tone. Thank you*" Update your out-going message from time to time. A fresh outgoing message will show that you pay attention to your marketing details. When you're out of the home office, remember to check your incoming messages.

5. Buy a headset. A telephone headset allows you to take notes, or type while on the phone. Headsets also have a mute feature, which comes in handy. The mute feature allows you to speak to someone on your end without being overheard by your caller or interrupting your telephone conversation. If you have small children who wander into your office and who don't understand the word "wait", the mute feature is a "must have" item.

6. Use a message book with carbonless copies for recording phone message information. Telephone messages written on little slips of paper or post-it notes, have way of vanishing at the worst possible moment. A message book will help you avoid misplacing client phone numbers.

7. Keep a regular schedule for business activities and phone calls. Treat your home office like any other office. Decide what hours you will conduct business and adhere to the schedule. Don't get into the habit of allowing clients 24/7-phone access to your business. Clients will respect your professional attitude.

In our next installment we'll cover how to avoid phone jitters, when a client calls.

Christine Cavaliero is the President and Creative Services Director for Cavtec Services, Inc. She's a full-time freelancer and copywriter. Her work has been published in local business publications. She writes an e-zine Biz/Buzz and a Cheesy Blog about marketing for micro & small business. Her company has been featured in Female Entrepreneur magazine as one of the top 50 companies to watch in 2004. Contact her at reviewme@cavtec-services.com or online at www.cavtec.org

Speed, Spins & Squeals of Delight

A family visit to Mount Washington Alpine Resort, B.C. Canada

by Patricia M. Fraser

In the bright sunlight snow sparkles dance before my eyes. The air is fresh and pure. It's a day for an adventure.

The grandkids hop into the sling in the center of their canvas-covered tubes and gleefully careen down the hill.

I clutch the handles somewhat apprehensively. The slope that seemed so gentle from the bottom now looks like an exceedingly steep chute. The attendant gives me a little push. The tube picks up speed. Inadvertently, my heel grazes the snowy track and there's a subtle change of direction. I'm heading for the snowbank! The tube ricochets off the raised edge and veers sharply to the left. The spin starts with a stomach-lifting lurch. I spin around and around again.

My nervous giggles turn to squeals. The landscape is a blur of colour—and then it's over. The tube coasts to a halt on the straw-strewn landing area. The change of momentum from "Wow" to "Whoa" happens in an instant.

This is the O'Zone, Mount Washington's snow-tubing hill. It's been years since I played in the snow, but my granddaughters are anxious to teach me all they know.

I choose from a rainbow of canvas-covered tubes. One-size fits all. I'm pleased to see that I don't have to make the arduous climb up the hill to the launch pad. A cheerful attendant ensures that I am securely, if not gracefully, seated in the flexible, hip-hugging tube. He hooks the lead rope onto the metal drag bar and waves as I jerk into motion.

Gliding slowly backward up the towline I take a moment to catch my breath and appreciate the view over the pine-treed valley to the snowcapped mountains and grand glaciers of Forbidden Plateau in the distance.

As the sun and temperature drop, the track speeds up. Teenagers hurl challenges at each other (throwing snowballs is forbidden) and flatten themselves, belly-down on the tube, arms tight to their sides to cut wind-resistance. They fly down the slope. The most direct route wins the race. A spin here spoils the game.

A young father prepares to 'raft' with his children—clustering their tubes so three sets of toes meet in the centre. Like a vibrantly colored wheel they sweep in ever-faster swirls down the hill accompanied by laughter, cheers and whoops.

But some like it fast! And for the best ride you must wrap your arms tightly around bent knees and beg the attendant to spin you like a top. After a couple of straightforward runs, I lined up with the rest of them. As I staggered off in the wrong direction at the landing stage, dizzy beyond belief, I was met by approving cheers. I had "done the Donut".

Mount Washington, on Vancouver Island, British Columbia offers cross-country skiing in pristine wilderness, luge, snowshoeing, tobogganing and your choice of fifty alpine trails. Ski-in cabins or well-appointed vacation homes are filled during the December through April season. The lifts and restaurants are open year-round for connoisseurs of alpine beauty.

Whether you are a sixty-year-old grandma or a five year old daredevil, you'll delight in the speed, spins and peals of laughter at the O'Zone.

***Book Review: Start and Run a Copywriting Business* ([Click here to buy](#))**

by Steve Slaunwhite

This is a superb how-to for the business of writing advertising copy on a freelance basis. It is extremely well written, which is no surprise because the author is a successful freelance writer, earning his living every day by writing for businesses. The book covers the basics of running one's own business, what the life is like, how to write effective copy and where to go to learn more, and most importantly, the nits and grits of pricing one's services, avoiding the pitfalls, and creating the best likelihood for making it in a competitive world. *Copywriting Business* is totally realistic and practical. There is a useful, accompanying CD, which provides fill in the blank forms in Word and pdf for most of your business needs. This reviewer just spent \$100 on a similar book and found Mr. Slaunwhite's to be better. This is an absolute must-have for anyone considering a career in the business of copywriting. **Rating: 5 hearts.**

Bob Spear, Publisher and Chief Reviewer, Heartland Reviews, www.heartlandreviews.com