

WRITING FOR BUSY PEOPLE

2012
REGIONAL
WORKSHOPS

How to write books, blogs, eBooks and articles and turn your wisdom into words **PLUS** build your industry expert status quickly and affordably.

IT'S TIME! Stop talking about it and start doing it.

If you can never find time to write- maybe you just don't have a writing model **YET!**

Join prolific author and publisher Robyn Henderson, who has created 3 practical writing models to enable you to convert your wisdom into words and build the industry expert profile you deserve.

Robyn has created a one day hands-on workshop that will answer all your questions about writing, creating products and resources, finding time to write and why it is worth the effort.

In this warts and all workshop – you will:

- ▶ Find one or more writing models that will work for you – **NOW**
- ▶ Create your own plan to become the industry expert in your chosen niche/s and clearly understand the significance and benefits of creating that profile
- ▶ Realise how easy it is to convert workbooks, programs and handouts into streams of **articles, blogs, eBooks and books**
- ▶ Learn about the 200 plus potential streams of income available once you have written 500 words
- ▶ Capitalise on potential social media exposure by creating stacks of material for your ongoing social media presence
- ▶ Clarify the 10 reasons why you must write **books, blogs, eBooks, articles** etc.

WRITING FOR BUSY PEOPLE

TURN YOUR WISDOM INTO WORDS AND CREATE REGULAR STREAMS OF PASSIVE INCOME.

In this one day hands-on workshop, you will:

- ▶ Find one or more writing models that will work for you - **NOW**
- ▶ Clarify the 10 reasons why you must write books, blogs, eBooks, articles etc.
- ▶ Create your own plan to become the industry expert in your chosen niche/s and clearly understand the significance of creating that profile
- ▶ Understand how to share your ideas and knowledge in a variety of formats suitable for your diverse or niche marketplace
- ▶ Learn about the 200 plus potential streams of income available once you have written 500 words
- ▶ Realise how easy it is to convert workbooks, programs and handouts into streams of articles, blogs, eBooks and books
- ▶ Look at the outsourcing possibilities for converting programs if you are way too busy to do it yourself and the possible costs involved with conversions from a third party
- ▶ Understand why a book can be an inexpensive business card in your marketing plan, not to mention increasing your credibility
- ▶ Benefit and capitalise on the opportunities available from the huge changes within the publishing industry
- ▶ Be able to introduce the perfect tool to re-connect with lapsed clients and your database without being pushy
- ▶ Decide if you want to create a resources library available for national or international distribution and how to create your own resources model
- ▶ Identify the potential content that can be translated into other languages and multiple markets
- ▶ Understand how to convert generic products into customised individual resources for specific markets e.g. MLMs, direct selling, associations, universities, TAFES etc.
- ▶ Capitalise on the potential social media exposure by creating stacks of material for your ongoing social media presence
- ▶ Experience what can stop ideas and creativity and how easy it is to create the flow state where words and ideas flow freely and continually
- ▶ Create a realistic action plan and writing time line with 30, 60 and 90 day outcomes
- ▶ Look at potential online and media possibilities for your written resources
- ▶ Gain an overview of the rapidly changing publishing marketplace and why social media has increased the potential for exposure – regardless of where you are based
- ▶ Consider the possibilities of co-authoring and the highs and lows of strategic alliances
- ▶ Learn 3 keys to remove writer's block and procrastination.

WHO SHOULD ATTEND?

This course is ideal for anyone who has limited writing experience and really wants to know how to kick start their writing ability.

PLUS Professional speakers wanting to expand or create resources packs, coaches wanting to differentiate themselves from their crowded marketplace, experts who speak and want to convert their wisdom to the written word and potential income streams, busy people wanting to convert their written material into a saleable product range, business owners wanting to write articles and eBooks that they can use as a networking keep in touch promotional tool, teachers, lecturers, professionals, anyone wanting to create streams of social media content.

PLUS editors and ghost writers wanting to expand the services they can offer their current clients.

PLEASE NOTE: Participants will be encouraged to bring a small hard copy selection of any workbooks, ezines or programs that they are wanting to convert into a resources kit, **PLUS** any ideas they have for non-fiction books, ebooks etc., **PLUS** any writing questions they want answered.

Robyn guarantees if your writing question is not covered in the course content, she will arrange a tele-coffee or email response post course to answer your writing questions.

This course is guaranteed to give you the tools to get your writing and product range started.



ABOUT THE PRESENTER – ROBYN HENDERSON



Global Networking Specialist, Robyn Henderson has authored and contributed to more than 30 books on networking, business development and self esteem building. Well known as a professional speaker and networking expert for the last 20 years, she has spoken in 12 countries, presents over 130 times each year and never advertises. All her work comes from networking, referrals and her website:
www.networkingtowin.com.au

Robyn has an extensive range of books, ebooks, special reports, DVDs, MP3s, CDs and workbooks and is recognised within her peers, for being a speaker who walks her talks. And for her willingness to share the good and the bad and encourages people to make different mistakes from the ones she has made and openly shares with her audiences.

Robyn wrote and self published her first book – Networking for Success in 1992 and credits much of her networking profile to books, articles, ebooks etc she has written in the last 20 years. She secured the Australian rights to publish the international best seller Masters of Networking in the late '90s and went on to develop her own compilation author book model before assisting more than 200 writers to become published authors through her program – 3 ways to write and self publish a non-fiction book.

Working with her ground breaking Information Empire Model – which includes over 200 potential streams of income once you have written or spoken 500 words – she has kick started many resources and product ranges for speakers, authors and industry experts. Robyn also project manages first time non-fiction authors keen to self publish and get their books to the marketplace within 30 days of completing their book writing.

And her mantra is – let's pretend there are no bookshops – how will you sell your books? And what else can we do with all those words – and off she goes with an entire product range based around that book content?

The book publishing landscape has changed dramatically in the last 5 years and Robyn has carefully monitored this shift and the opportunities to create hard copy books, eBooks, audio books, and many online income producing resources. Plus of course the hungry social media arena and endless appetite for the written word. She firmly believes if you are not using the written word as part of your marketing plan, you are missing a huge marketing opportunity.

Robyn also offer speed mentoring sessions where she spends 1-2 hours in a one on one or mini brainstorming session answering your specific questions about writing, publishing, professional speaking, product development, profile building, social media – whatever she knows that will assist you to successfully make your next career move.

Ghost writing books, ebooks, blogs and articles is also a popular service Robyn offers and she is excited about her latest program:

WRITING FOR BUSY PEOPLE

And looks forward to converting your wisdom into the written word in 2012.

“How do you find time to write so much stuff, Robyn?”

is a question Robyn hears regularly. She knows there is no one-word answer for that question?

Robyn has created many models to get people started in the writing world – and believes one you have a workable model to fit your lifestyle and profile goals – the rest is easy.

And today – she has a network of service providers, who can even write it for you – and models to extract the information from you – easily, effortlessly and affordably.

2012 Regional Workshop Dates:

Armidale:	September 21
Gold Coast:	September 28
Mackay:	October 3
Sydney:	October 5, November 20
Brisbane:	October 10, November 21
Tweed Heads:	October 13
Sunshine Coast:	October 19
Bangalow:	October 23
Wollongong:	October 26, 27
Newcastle:	November 2

This one day workshop program can be run in regional or national locations with a minimum of 12 participants. To discuss possible dates and locations contact Robyn on 0407 906 501 or email robyn@networkingtowin.com.au

Your investment includes GST, lunch, refreshments, comprehensive workbook and course materials, unlimited networking and co-authoring opportunities.

Workshop Information:

Time:	8.30 a.m. for 9.00 a.m. start 4.30 p.m. finish.
Venue:	Venue confirmed on receipt of registration and payment.
Investment:	\$295.00 inc gst

Workshop limited to 12 attendees to maximize individual needs...

On receipt of your registration and payment, within 48 hours you will receive confirmation of venue and pre-course questionnaire.

**YOUR
2ND OPTION:**
Purchase a 5 hour
DVD, CD, MP3 home
study Writing For Busy
People Program.
Investment \$495.00

WRITING FOR BUSY PEOPLE - 1 DAY WORKSHOP

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BOOKING REGISTRATION:

Yes, I want to attend the Writing for Busy People workshop in:

..... (City) on (Date * see above)

Please reserve my place at an investment of \$295.00 inc gst

..... Vegetarian meal please at the workshop (please tick if required).

► Yes I want to purchase the 5 hour DVD, CD, MP3, Workbook - Writing For Busy People Home Study Program @ \$495.00

► If you would like Robyn to run this program in your regional area, a minimum of 10 participants is required.
Phone 0407 906 501 to discuss dates and locations.

Name:

Company:

Phone: Mobile:

Email:

Postal Address:

Suburb: State: Postcode:

METHOD OF PAYMENT: Visa Mastercard Cheque PayPal Please Invoice (I agree to pay within 7 days)

TRANSFER FUNDS TO: Networking To Win – BSB 032 152 A/C 121422 (Please include your **SURNAME** on funds transfer)

Card Number Expiry:/.....

Name on Card: Signature:



Networking To Win - ABN 11 842 064 583

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