

Use your
"back" button to return to
this month's issue of
*Tips for the Lifewriting
Professional*

The Business Corner

The Value of Networking and Consistent Outreach

by Denis Ledoux



This winter, over a period of three months, I will be visiting a class at Bates College in nearby Lewiston to help students write memoirs. I could never in a million years have sought this work out. So how did I obtain it?

Thorough publicity.

Publicity done consistently over time works. That's how I became a known quantity to do this residency and how you too can get a lot of filler work to supplement the income from the workshops your present. The professor who is leading the class approached me saying that I was the best qualified person he knew in the area to do such work. He's never sat in on any of my classes/workshops however. Where did he get this glowing sense of my qualifications? He had seen and read my outreach over many years. This consistent outreach had created the impression of quality work and dependability.

If you are to be successful over the long haul at earning income from lifewriting, you must conduct consistent and persistent outreach. Refer to the Soleil Lifestory Network *Presenter's Manual* for more information on outreach. The *Publicity Template* disk also contains model press releases you can adapt. Make use of the resource available to you in your teacher packages.

Assignment: If you are new to lifewriting, send a press release to your local newspaper telling them about yourself. If you have been doing this for a while, send in an article with tips for writing lifestories. Remember that Black History Month (February) and Women's History Month (March) are coming up and both should commemorate personal history. You can go to our website and use our *Ten Tips for Writing Your Lifewriting*. (Remember: Say it's from www.turningmemories.com and say that you are an SLN teacher and offer lifewriting workshops in your community! You can use the *Ten Tips* even if you are not a SLN teacher—always give the source!)

If you do not have the Presenter materials, here's a link to obtaining them. <http://www.turningmemories.com/bookstore.html>

Publicity done consistently over time works.

If you are to be successful over the long haul at earning income from lifewriting, you must conduct consistent and persistent outreach.

Copyright 2002 © Denis Ledoux \ from the free monthly e-newsletter, *Tips for the Lifewriting Professional*

Please share with a friend or reprint in your e-zine or publication.
Read this first:
REPRINT INFO