

Students: Train As Writers

by Jack O'Dwyer

(NAPSA)—College students and recent grads have a lot of talent and skills that could earn them a good living. To do this, however, they must become entrepreneurs.

"PR specialist" ranked 43rd in credibility on a list of 45 public figures in a 1999 survey. Supreme Court justice ranked No. 1. Local business owner ranked No. 5.



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Entrepreneurs can make a good living as writers for legitimate media and businesses. They ghost-author books for business-people, write books and articles under their own names,

write op-ed pieces for clients, letters-to-the-editor, sales brochures, speeches, handle e-mail correspondence, help businesses to market on the Web and create graphics using Quark and other programs. They also show businesses how to create their own flyers.

Individual entrepreneurs can work out of their parents' homes or own apartments for which rent has already been paid. Many costs associated with a home office can be deducted. Seventy percent of medical premiums can be deducted before taxes are paid, next year will be 100 percent.

Another option is bartering. Many a PR firm started out bartering services for meals at local restaurants, groceries, gasoline, car rentals and numerous other products and services.

PR firms normally want a 60- or 90-day cancellation clause. Grads could propose projects one at a time and relieve businesses of the fear of getting stuck in a legal contract.

Grads can bring writing and promotional services to many small businesses that otherwise could not afford them. Many such businesses go under because they don't spend enough time marketing themselves.

Computer and Web savvy grads have a lot to offer a generation of small business owners that is largely computer illiterate.

There's only one way to be a writer: read and write seven hours a day at least five days a week. Students should take many writing courses, keep a journal of 1,000 to 2,000 words nightly, and read a

Rankings of "believable sources of information."

1. Supreme Court justice
2. Teacher
3. National expert
4. Member, armed forces
5. Local business owner
6. Ordinary citizen
7. Local religious leader
8. High-ranking military officer
9. School official
10. National leader with shared traits
11. National religious leader
12. Network TV news anchor
13. Governor
14. Local business rep. board
15. Local newspaper/TV reporter
16. National civil rights leader
17. Local elected council member
18. U.S. senator
19. National syndicated columnist
20. Mayor of a big city
21. Head of a state agency
22. Head of a local agency
23. Reporter for big newspaper or magazine
24. U.S. congressman
25. Head of a big company
26. National Credibility Index
27. Local civil rights leader
28. U.S. Vice President
29. Head of a national assn.
30. Community activist
31. Wall Street executive
32. Head, Presidential advisory
33. U.S. President
34. Member, Presidential cabinet
35. Pollster
36. Student activist
37. Local union leader
38. Candidate for public office
39. Head of a national union
40. Famous athlete
41. Head of a national interest group
42. Political party leader
43. Public Relations specialist
44. Famous entertainer
45. TV or radio talk show host.



novel a week. New writers should associate with other writers.

A home office is a great boon to good writing since writing is a solitary occupation and distractions can be minimized. Writers should save direct mail pieces instead of throwing them away. They are a good source of graphic techniques as well as tested copy platforms.

You can learn more online at www.odwyerpr.com.

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