

**The Well-Fed  
E-PUB:**

*The*  
***BODACIOUS***  
*Banquet*

A QUADRUPLE Baker's Dozen Issues of  
THE WELL-FED E-PUB (May 2002 –August 2006),  
the Critically Acclaimed E-Newsletter AND  
Companion Publication To *The Well-Fed Writer* and  
*The Well-Fed Writer: Back For Seconds*

Written and Compiled by  
Peter Bowerman  
AND  
A Crowd of “Well-Fed” Friends Around the World...

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*...Serving up food for thought and tasty tips for the prospering writer...Come on in, sit anywhere and bring your appetite!*

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**LANDING A JOB IN MARGARITAVILLE**

*Atlanta FLCW’s Mexican Meal Turns Into a Filling Weekly Platter of Work!*

**Michele Ryan – Atlanta, GA**

*October 2004 – Category: Business-Building.....p. 182*

**YOUR MONEY IS WHERE YOUR MOUTH IS!**

*UK FLCW Uses NLP Techniques to “Reframe” Client Conversations to Mutual Benefit*

**Jon McCulloch – United Kingdom**

*November 2004 – Category: Business Tools.....p. 183*

**KEEPING YOUR COMPUTER HEALTHY & HAPPY**

*Boston FLCW Offers Up Primer on Computer Care: “System Management 101”*

**Peter Jacobs – Boston, MA**

*December 2004 – Category: Writing Process.....p. 184*

**HOW TO WRITE A KICK-BUTT PRESS RELEASE**

*FL FLCW (and Ex-Media Pro) Offers the Perfect Press Release Primer*

**Julie Ann Waid – Ft. Lauderdale, FL**

*January 2005 – Category: Business-Building.....p. 186*

**THE MEAT AND POTATOES OF INTERNET MARKETING**

*MS FLCW Dishes Up a Juicy Double Serving of Savvy Biz-Building Net Strategies*

**Shelle Castles-Melton – Saltillo, MS**

*February 2005 – Category: Marketing.....p. 187*

**FEE-FREE SPEAKING CAN FILL YOUR PLATE!**

*MD FLCW Uses Talks to Raise Her Professional Profile AND Bottom Line!*

**Eileen Coale – Annapolis, MD**

*March 2005 – Category: Prospecting.....p. 188*

**AND SPEAKING OF COLD CALLING!**

*MA FLCW Team Overcomes Shyness, Crafts a CC Plan, and Reaps Results*

**Tim Weller and Lynn Van Dine – Cape Cod, MA**

*April 2005 – Category: Creative Business-Building.....p. 189*

**A JUICY STORY OF SMALLER-MARKET SUCCESS (PART 1 OF 2)**

*Montana At-Home Mom Gets Serious, Focused, Creative, and Brings Home the Bacon!*

**Dana Pulis – Billings, MT**

*May 2005 – Category: Creative Business-Building.....p. 191*

**A JUICY STORY OF SMALLER-MARKET SUCCESS (PART 2 OF 2)**

*Montana At-Home Mom Gets Serious, Focused, Creative, and Brings Home the Bacon!*

**Dana Pulis – Billings, MT**

*June 2005 – Category: Business-Building.....p. 192*

**ADD GRAPHIC DESIGN TO YOUR PLATE?**

*WI FLCW Boosts Marketability Through New Design Skills (Strictly Optional!)*

**Mike Klassen – Mill Creek, WI**

*July 2005 – Category: Prospecting.....p. 194*

**STEAL GOOGLE'S LIST!**

*Bay Area (CA) FLCW Dishes Up the 411 on Using "Google Local" for Prospecting*

**Chris Williams – Bay Area, CA**

*August 2005 – Category: Business Building.....p. 195*

**THE WIZARD(ESS) OF OZ!**

*Small-Town Australian FLCW Serves Up Juicy Blueprint on Getting Established!*

**Ally Chumley – Australia**

*September 2005 – Category: Interviewing.....p. 197*

**MASTERING THE ART OF THE INTERVIEW**

*CA FLCW/Journalist Links Good Interviewing Skills and FLCW Success*

**Tammy Cravit -- Lompoc, CA**



*October 2005 – Category: Business Building/Non-Profit Market.....p. 198*  
**FILL YOUR PLATE WITH JUICY NOT-FOR-PROFITS!**  
*MI FLCW Offers Up Hearty How-To for Landing Lucrative NFP Projects*  
**Kim Roth -- Ann Arbor, MI**

*November 2005 – Category: Writing Secrets.....p. 199*  
**WRITING SECRETS FOR THE 100K WRITER!**  
*30-Year NJ Freelancing Pro Shares His Secrets (Link to FULL Text)*  
**Robert McGarvey -- Jersey City, NJ**

*December 2005 – Category: Business Building/Elance Style.....p. 201*  
**BEING A WELL-FED “ELANCE.COM” WRITER???** (Part 1 of 2)  
*Nomad FLCW Works Online Board for BIG-TIME Success; Yours Truly Eats Crow!*  
**Trish Lambert – Houston, TX**

*January 2006 – Category: Business Building/Elance Style.....p. 202*  
**BEING A WELL-FED “ELANCE.COM” WRITER??** (Part 2 of 2)  
*Nomad FLCW Works Online Board for BIG-TIME Success; Yours Truly Eats Crow!*  
**Trish Lambert – Houston, TX**

*February 2006 – Category: Business Building/SEO Market.....p. 204*  
**SEO WRITING: HOT FIELD, GOOD PAY**  
*Amman, Jordan FLCW Shares the 411 on this Promising (and Lucrative!) Market*  
**Patricia Skinner -- Amman, Jordan**

*March 2006 – Category: Marketing/Cold Calling.....p. 205*  
**280 IN-PERSON COLD CALLS IN FOUR WEEKS??**  
*AZ Writer Serves Up Head-Spinning Strategy for Fast-Track Biz Start-Up!*  
**Matthew Moran, Arizona**

*April 2006 – Category: White Paper Market.....p. 206*  
**WHITE PAPERS – YOUR NEXT LUCRATIVE NICHE?**  
*Int'l WP Guru (& Founder of THE WP Site) Serves Up Solid Overview & Resources*  
**Michael Stelzner**

*May 2006 – Category: Technology Market.....p. 207*  
**HIGH TECH, HIGH PROFITS!**  
*Seattle FLCW Dishes Up the How-To on Targeting High-Paying High-Tech Work*  
**Janice King -- Seattle, WA**

*June 2006 – Category: Business Building/Alliances.....p. 209*  
**WORKING WITH GRAPHIC DESIGNERS: A PRIMER**  
*The “How-To” of the Most Profitable (Potentially) Business Alliances You’ll Ever Make*  
**Barry Morris -- Aptos, CA**

*July 2006 – Category: Marketing.....p. 210*  
**ARE YOU TARGETING THE RIGHT CLIENTS?**  
*WA FLCW Pursues Those Who KNOW Your Value, and Make More \$\$!*  
**Mike Klassen -- Mill Creek, WA**

*August 2006 –Skipped!! Book Release Party*

## ***IV. DESSERT: SWEET SUCCESS STORIES & TIPS***

### **SUCCESS STORIES:**

*May 2002 – Category: Business-Building.....p. 212*

***ANOTHER BUDDING FLCW AND AT-HOME MOM!***

**Heather McCarron Allard – Providence, RI**

*June 2002 – Category: Business-Building/Writing Opps.....p. 212*

***EX-CORP. FLCW FINDS PROMISING MARKET & SHARES A LUCRATIVE ONE!***

**Donna Boyette – Raleigh, NC**

*July 2002 – Category: Business-Building.....p. 213*

***BEANTOWN-BASED FLCW NETWORKS HIS WAY TO SUCCESS!***

**Michael Reardon – Boston, MA**

*August 2002 – Category: Cold-Calling.....p. 214*

***BALTIMORE-BASED FLCW DISCOVERS COLD-CALLING CAN BE (GASP) FUN!***

**Maryanne Arthur – Baltimore, MD**

*September 2002 – Category: Boosted Confidence.....p. 216*

***FRIEND TELLS FRIEND WHO'S ALREADY SUCCESSFULLY DEVOURED TFWW!***

**Martha Finney (CA) & Holly Minor (MD)**

*October 2002 – Category: Business-Building/Persistence.....p. 216*

***PHILLY FLCW STICKS WITH IT AND BLOOMS IN 2002!***

**Kennerly Clay – Philadelphia, PA**

*November 2002 – Category: Business-Building.....p. 217*

***AMMAN, JORDAN-BASED FLCW READS “WELL-FED,” ASKS FOR THE BIZ!***

**Patricia Skinner – Amman, Jordan**

*December 2002 – Skipped to make room for MAIN MEAT COURSE*

*January 2003 – Category: Business-Building.....p. 218*

***TAOS, NM FLCW “NEWBIE” MANAGES MOTEL, STARTS BUILDING BUSINESS***

**John Fair – Taos, NM**

*January 2003 – Extra Helping of Dessert!.....p. 218*

***TRIPLE SCOOP: THREE TASTY SUCCESS STORIES – TWO FROM “NEWBIES”!***

**Rob Rutkowski – Mission Viejo, CA**

**Beth Campbell-Maddaluno – Cleveland, OH**

**Kristina Anderson – Seattle, WA**

*February 2003 – Category: Epiphanies/Boosted Confidence.....p. 220*

***NJ-BASED FLCW SMELLS SOME PRETTY ROTTEN COPYWRITING OUT THERE!***

**Alan Raicer – New Jersey**



*March 2003 – Category: New Business Generation.....p. 220*

**AUSTIN FLCW USES PHONE TO DISH UP WORK WHENEVER SHE'S HUNGRY!**

**Wendy Knerr – Austin, TX**

*April 2003 – Category: Business-Building/Follow-Up.....p. 221*

**FL-BASED FLCW: "IT PAYS TO STAY IN TOUCH WITH THE UNRESPONSIVE!"**

**Lisa Sparks – Ft. Myers, FL**

*May 2003 – Category: Business-Building/Assertiveness.....p. 222*

**FLCW KEEPS CALLING, KEEPS SUGGESTING AND GETS PAID UP FRONT!**

**Anonymous – Western US**

*June 2003 – Category: Realizing Your Value.....p. 223*

**INDIANA FLCW STOPS JOB-HUNTING & PUTS HER EXPERIENCE TO WORK!**

**Linda Pyles – Indiana**

*July 2003 – Category: Enhancing Marketability/Cold Calling.....p. 223*

**LA FLCW REWORKS WEB SITE, BOOSTS BIZ; RENEWS FAITH IN COLD-CALLING!**

**Amy Sorkin – Los Angeles, CA**

*August 2003 – Category: Business Savvy.....p. 224*

**BUDDING ATLANTA FLCW ASKS IF "WRITING TEST" IS LEGIT; PROS GIVE THUMBS-DOWN!**

**Anonymous – Atlanta, GA**

*September 2003 – Category: Marketing Payoff.....p. 225*

**ATLANTA FLCW SHARES HEAVENLY NEWS OF HER NEWLY-FULL PLATE!**

**Anne Melfi – Atlanta, GA**

*October 2003 – Category: Leaps of Faith.....p.226*

**MS READER "STEPS OUT," CHASES DREAM AND EVERYTHING CHANGES**

**Chris Custer – Jackson, Mississippi**

*November 2003 – Category: Direct Mail Marketing.....p. 227*

**MD FLCW CREATES POSTCARDS, LANDS THE WORK, SHARES THE STRATEGY!**

**Eileen Coale – Annapolis, MD**

*December 2003 – Category: Prospecting/Planting Seeds.....p. 227*

**GA AND MD FLCWS GET CALLS OFF POSTCARDS SENT SIX+ MONTHS BEFORE**

**Bobby Hickman – Atlanta, GA/ Eileen Coale – Annapolis, MD**

*January 2004 – Category: Boldness Rewarded.....p.228*

**AZ FLCW CUTS CORP. APRON STRINGS, REPLACES INCOME IN FOUR MONTHS!**

**Stephanie Pitel – Phoenix, AZ**

*February 2004 – Category: Setting Your Life Terms.....p. 229*

**NY PR PRO ORCHESTRATES LUCRATIVE AND SMARTLY-NETWORKED EXIT TO MOTHERHOOD!**

**Patrice Liquori Athanasidy – Cortlandt Manor, NY**

*March 2004 – Category: Persistence.....p. 229*

**GA FLCW DOESN'T LET TWO BROKEN ANKLES KEEP HER FROM GROWING BIZ!**

**Rebecca Butler – Dalton, GA**

*April 2004 – Category: Keeping Prospecting Radar Up.....p.230*

**MN FLCW DRINKS UP, LISTENS UP, PICKS UP (A TAB), WINDS UP WITH A CLIENT!**

**Molly Stein – Duluth, MN**

*May 2004 – Category: Believing in Yourself.....p. 231*

**BRAND-NEW GA FLCW PLAYS “PRO”; DOESN'T TELL CLIENT IT'S HER FIRST JOB**

**Caroline Mooney – Cohutta, GA**

*June 2004 – Category: Business Building/Staying Alert.....p.232*

**GA FLCW PICKS UP FELLOW E-PUB READER'S OVERFLOW AGENCY WORK!**

**Rebecca Butler – Dalton, GA**

*July 2004 – Category: Business “Process”.....p. 232*

**CA FLCW TRUSTS CLIENT, LEARNS WHAT NOT TO DO NEXT TIME!**

**Kathy Steligo – San Carlos, CA**

*August 2004 – Category: Business-Building.....p. 233*

**MORE INFO ON FREE STAPLES BUSINESS EXPOS**

**Dave Tandet – Los Angeles, CA & Bobby Hickman – Atlanta, GA**

*September 2004 – Category: Business-Building.....p. 233*

**MN FLCW SUGGESTS FREE WORK AS GATEWAY TO THE PAYING KIND!**

**Molly Stein – Duluth, MN**

*October 2004 – Category: Business-Building.....p. 234*

**ANNAPOLIS, MD FLCW COMES A LONG WAY; HIGHLIGHTS OPPORTUNITIES FOR WOMEN**

**Hollis Minor – Annapolis, MD**

*November 2004 – Category: Business Tools.....p. 235*

**TEXAS FLCW SHARES UNIQUE COPYWRITING SOFTWARE TO MAKE LIFE EASIER**

**Vicky Heron – Denton, TX**

*December 2004 – Category: Business “Process”.....p. 235*

**FL FLCW BACKS UP HER WORK BEFORE HURRICANE, BECOMES HEROINE TO HER CLIENTS**

**Vickie Diaz – Jacksonville, FL**

*January 2005 – Category: Marketing.....p. 236*

**PITTSBURGH FLCW ADDS LEVITY TO SEARCH FOR REPLACEMENT CONTENT FOR “SECONDS”**

**Mary Cvetan – Pittsburgh, PA**

*February 2005 – Category: Business-Building.....p. 237*

**FREE BOOK GIVEAWAY SPAWNS GREAT CREATIVITY & TWO HAPPY WINNERS!**

**Peter Bowerman – Atlanta GA**

*March 2005 – Category: Marketing.....p. 237*

**ATLANTA FLCW CITES SEMINAL BOOK AS REMINDER OF THE KEY MARKETING FOCUS**

**Karen Morrione – Atlanta, GA**

(No Success Story in April 2005, Given the FIVE Shared in the Greens Section!)

*May 2005 – Category: Cold-Calling Motivation.....p. 238*

**NEW ATLANTA FLCW MOTIVATES SELF BY SHARING COLD-CALLING RESULTS VIA HIS BLOG!**

**Jim Kelly – Atlanta, GA**

*June 2005 – Category: Business-Building.....p. 238*

**BUDDING RALEIGH, NC FLCW DISCOVERS THAT WRITING WORK REALLY IS EVERYWHERE!**

**Craig Rowe – Raleigh, NC**

*July 2005 – Category: Niche Market Leverage.....p. 239*

**OH FLCW DITCHES AERONAUTICAL CAREER, TAKES HAPPY FLIGHT AS A COPYWRITER!**

**Ann Morgan – University Heights, OH**

*August 2005 – Category: Business Process.....p. 239*

**UK FLCW ASKS: WHAT'S A GUY GOTTA DO TO GET RID OF A CLIENT?**

**Jon McCulloch – United Kingdom**

*September 2005 – Category: Business Building/Setting Fees.....p. 240*

**KNOW YOUR MARKET & WHAT IT PAYS: NJ FLCW SPECIALIZES, LEARNS HER MARKET WORTH, AND GETS A HEFTY RAISE!**

**Deborah Gaines -- South Orange, NJ**

*October 2005 – Category: Business Building .....p. 241*

**ATLANTA FLCW TURNS DOWN FT JOB OPENING DOOR TO STEADY FREELANCE GIG!**

**Polly Wade – Atlanta, GA**

*November 2005 – Category: Business Building.....p. 241*

**ATLANTA FLCW LAUNCHES BIZ, FIVE MONTHS LATER SEEKS A GOOD CPA!**

**Lisa Calhoun – Atlanta, GA**

*December 2005 – Category: Business Building.....p. 242*

**FL FLCW EXITS GOVERNMENT JOB LAUNCHES WRITING CAREER, SHARES NEW-BIZ EXCITEMENT!**

**Julie Ann Waid -- Coconut Creek, FL**

*January 2006 – Category: Business Building/SEO Market.....p. 243*

**LUCRATIVE SEO NICHE FINDS AMAN JORDAN FLCW, SAYS SHE URGES SPECIALIZATION**

**Patricia Skinner -- Amman, Jordan**

*February 2006 – Category: Business Building.....p. 243*

**AZ CONSULTANT/WRITER BUILDS BUSINESS FACE-TO-FACE! (TEASER TO MARCH FEATURE!)**

**Matthew Moran**

*March 2006 – Category: Business Building.....p. 244*

**NEW NY FLCW (AND EX-TEACHER) WORKS LESS AND MAKES MORE!**

**Pam Beers -- Rochester, NY**

*April 2006 – Category: Business Building.....p. 244*

**CA FLCW SAYS “WORK IS EVERYWHERE!”; HUBBY PROVES IT BY KEEPING HIS EARS OPEN!**

**Samantha Bronson -- California**

*May 2006 – Category: Business Building.....p. 245*

**MI FLCW LEARNS THAT FLEXIBILITY KEEPS CLIENTS COMING BACK AND KEEPS US FED!**

**Alan Stamm -- Birmingham, MI**

*June 2006 -- Category: Business Building/Technical Writing.....p. 245*

**ATTENTION ENGINEERS! WRITE WELL? READY TO MAKE \$125 AN HOUR?**

**Bob Thompson – Ohio**

*July 2006 – Category Business Building/Abroad.....p. 246*

**ISTANBUL, TURKEY FLCW SHARES RESOURCE FOR FINDING U.S. FIRMS ABROAD**

**Bea Vanni, Istanbul, Turkey**

*August 2006 –SKIPPED!! Book Release Party*

**TIPS:**

*May 2002 – Category: Prospecting.....p. 247*

**A GREAT POTENTIAL SOURCE FOR WORK – DELIVERED TO YOUR DOOR WEEKLY!**

**Laura LaCombe – Champaign, IL**

*June 2002 – Category: Prospecting.....p. 247*

**GREAT NEW TIPS FOLLOW UP ON LAST MONTH'S IDEAS!**

**Lorrie Lykins – Tampa Bay, FL**

**Barbara Elmore – Waco, TX**

*July 2002 – Category: “Positioning” Strategy.....p. 248*

**PHILLY FLCW LEVERAGES HUBBY'S EXPERTISE TO EXPAND MARKETING REACH!**

**Kennerly Clay – Philadelphia, PA**

*August 2002 – Category: Prospecting.....p. 248*

**SHY GAL HARNESSSES TECHNOLOGY AND THE NET TO FILL HER PLATE!**

**Chris Rheaume – New England**

*September 2002 – Category: Prospecting.....p. 249*

**FLCW GOES “BACK TO SCHOOL” FOR JOB LEADS**

**Ariana Adams – Charlotte, NC**

*October 2002 – Category: Attitude Maintenance.....p. 249*

**POWERFUL QUOTE BANISHES DOUBTS OF VANCOUVER (WA) FLCW!**

**Katlin Smith – Vancouver, WA**

*November 2002 – Category: Business Tools.....p. 250*

**INVOICING SOFTWARE MAKES BILLING EASY, SO YOU’LL DO IT!**

**Peter Bowerman – Atlanta, GA**

**DECEMBER 2002 – SKIPPED TO MAKE ROOM FOR MAIN MEAT COURSE**

*January 2003 – Category: Prospecting.....p. 250*

**PLAY SHERLOCK HOLMES AND GET THROUGH TO THE WRITING BUYERS!**

**Jake Sibley – San Diego, CA**

*February 2003 – Category: Prospecting.....p. 251*

**TAP YOUR LIBRARY ONLINE AND FILL YOUR PLATE!**

**Amy Sorkin – Los Angeles, CA**

*March 2003 – Category: Prospecting.....p. 252*

**FL-BASED FLCW CLICKS MOUSE & CREATES NEVER-ENDING PROSPECT LISTS!**

**Martin Koziicki – Longwood, FL**

*April 2003 – Category: Prospecting.....p. 252*

**“CLOSE ENOUGH FOR GOVERNMENT (WRITING) WORK” – TAPPING UNCLE SAM**

**Peter Bowerman – Atlanta, GA**

*May 2003 – Category: Marketing Tools/Prospecting.....p. 253*

**NIFTY IDEA FOR CREATING “CROSS-PROMOTIONAL” BUSINESS CARDS**

**Peter Bowerman – Atlanta, GA**

*June 2003 – Category: Creative Prospecting.....p. 254*

**BOSTON FLCW ASKS A PROSPECT FOR ADVICE AND PICKS UP WORK!**

**Andrea Harris – Stow, MA**

*July 2003 – Category: Prospecting.....p. 254*

**CT ASPIRING FLCW FINDS ANOTHER SUCCULENT SOURCE FOR PROSPECT LISTS!**

**Ann Wheeler – Shelton, CT**

*August 2003 – Category: Billing Strategies .....p. 255*

**CO FLCW’S CLEVER IDEAS SLICES A WEEK OFF PAYMENT TIMES!**

**Brad Chittim – Colorado**

*September 2003 – Category: Savvy Prospecting.....p. 255*

**CA FLCW CHECKS JOB LISTINGS FOR (SOON-TO-BE) WRITING BUYERS!**

**Rob Rutkowski – Mission Viejo, CA**

*October 2003 – Category: Niche Marketing.....p. 256*

**RALEIGH, NC ATTORNEY/FLCW DISCUSSES OPPS WITH LAW FIRMS**

**Michele Lashley – Raleigh, NC**

*November 2003 – Category: Prospecting.....p. 256*

**ATLANTA FLCW COLLECTS CARDS, MAKES “WARM” CALLS AND LANDS WORK**

**Anne Melfi – Atlanta, GA**

*December 2003 – Category: Client Care.....p. 257*

**THANK CLIENTS THIS HOLIDAY BY MAKING THEM “WELL-FED”!**

**Peter Bowerman – Atlanta, GA**

*January 2004 – Category: Follow-up.....p. 257*

**FL FLCW REVISITS OLD ALMOST-FORGOTTEN PROSPECTS AND LANDS WORK!**

**Lisa Sparks – Ft. Myers, FL**

*February 2004 – Category: Thinking Strategically.....p. 258*

**BAY AREA FLCW SIMPLY SUGGESTS, LEVERAGES ONE PROJECT INTO SEVEN+!**

**Kathy Steligo – San Carlos, CA**

*March 2004 – Category: Seeing Opportunities Everywhere.....p.258*

**WA FLCW TURNS “DOOR SPAM” INTO POTENTIAL INCOME!**

**Mike Klassen – Everett, WA**

*April 2004 – Category: Good, Clean Fun!.....p. 259*

**ATLANTA FLCWS MAKE SURE INSPIRATION NEVER SLIPS AWAY IN THE SHOWER!**

**Karen Denovich/Michele Ryan – Atlanta, GA**

*May 2004 – Category: Prospecting.....p. 259*

**ATTN, NEW FLCWS! GREAT “PORTFOLIO-BUILDING” PRO BONO PROSPECTS!**

**Peter Bowerman – Atlanta, GA**

*June 2004 – Category: Expanding Work Repertoire.....p. 260*

**A FEW UNIQUE PROJECT TYPES TO ADD TO YOUR REPERTOIRE**

**Peter Bowerman – Atlanta, GA**

*July 2004 – Category: Business-Building/Writing Opps.....p. 260*

**FL FLCW PARTNERS WITH OTHER WRITERS AND BOOSTS INCOME**

**Lisa Sparks – Ft. Myers, FL**

*August 2004 – Category: Marketing.....p. 261*

**JACKSONVILLE, FL FLCW USES REAL “MAGNETISM” TO ATTRACT CLIENTS!**

**Vicky Diaz – Jacksonville, FL**

*September 2004 – Category: Writing Process.....p. 261*

**GREAT ANECDOTE WEBSITE MAKES IT EASY TO LOOK WITTY AND SOPHISTICATED**

**Peter Bowerman – Atlanta, GA**

*October 2004 – Category: Business-Building.....p. 262*

**ARE YOU A SERIOUS FLCW? NEW WELL-FED CHAT GROUP IS FOR YOU**

**Bob Sands – Florida**

*November 2004 – Category: Business-Building.....p. 263*

**GIVING ALL THE WELL-FED CHAT GROUPS (US & UK) A WELL-DESERVED RE-PLUG!**

**Peter Bowerman – Atlanta, GA**

*December 2004 – Category: Writing Process.....p. 263*

**CA FLCW DEBUTS WRITING TIPS BOOK, OFFERS A SAMPLE**

**Dawn Colclasure – Rancho Mirage, CA**

*January 2005 – Category: Marketing.....p. 264*

**ATLANTA FLCW UNDERSCORES IMPORTANCE OF “FEATURES/BENEFITS” EQUATION**

**David Smith – Atlanta, GA**

*February 2005 – Category: Business-Building.....p. 264*

**CA FLCW JOINS LIST SERVS, MAKES POSTS, PICKS UP \$10K IN WORK IN 2004!**

**Abbi Perets – Valley Village, CA**

*March 2005 – Category: Business-Building.....p. 264*

**TEAM UP WITH COMPLEMENTARY PARTNERS TO DO TALKS & WORKSHOPS**

**Peter Bowerman – Atlanta, GA**

*April 2005 – Category: Prospecting.....p. 265*

**FAB ONLINE RESOURCE CONNECTS YOU WITH CHAMBERS AND PROSPECTS NATIONWIDE!**

**Larry Peters – Elgin, IL**

*May 2005 – Category: Marketing Tools.....p. 265*

**GREAT GLOSSARY, BATMAN! COOL RESOURCE HELPS FLCWs “GET” GRAPHIC DESIGN!**

**Jim Kelly – Atlanta, GA**

*June 2005 – Category: Creative Business-Building.....p. 266*

**MARCIA YUDKIN/BOB BLY (ME, TOO!) AGREE ON VALUE OF FOLLOWING UP!**

**Peter Bowerman – Atlanta, GA**

*July 2005 – Category: Creative Business-Building.....p. 266*

**MI FLCW OFFERS SMALLER-TICKET SERVICES, SNAGS STEADY NON-PROFIT WORK!**

**Alan Stamm – Birmingham, MI**

*August 2005 – Category: Free Technology.....p. 267*

**FREE ADOBE ACROBAT “SIMULATOR” PROGRAM! NO-COST PDFS!**

**Jim Neumiller -- Copperas Cove, TX**



*September 2005 – Bonus Chuckle.....p. 267*

**DISCOVER THE SINGLE QUICKEST WAY TO BUILD A PORTFOLIO!**

**Hans VanderKnyff**

*October 2005 – Category: Marketing/Follow Up.....p. 268*

**KC FLCW ADVISES, “KEEP FOLLOWING UP, AND LOOK WHAT CAN HAPPEN!”**

**Jim Meadows, Kansas City, MO**

*November 2005 – Category: Marketing.....p. 269*

**MA FLCW STRIKES GOLD IN HIS LOCAL BUSINESS JOURNAL**

**Stan Smith, Worcester, MA**

*December 2005 – Category: White Paper Market.....p. 269*

**2005 WHITE PAPER WRITER INDUSTRY SURVEY; \$49 DOWNLOAD FREE THROUGH DECEMBER!**

**Mary Cvetan, Pittsburgh, PA**

*January 2006 – Category: Marketing/Cold Calling.....p. 269*

**COLD CALLING BOOK RECOMMENDATION (BOOK GIVEAWAY ALERT)**

*February 2006 –Category: Research & Technology.....p. 270*

**GOOGLE DESKTOP MAKES FINDING ANYTHING ON YOUR PC A BREEZE**

**Peter Bowerman, Atlanta, GA**

*March 2006 – Category: White Paper Market.....p. 271*

**TOP “WHITE PAPER” SITE & E-PUB DISCOUNT ON NEW WP INDUSTRY SURVEY!**

**Michael Stelzner**

*April 2006 – Category: Business Building.....p. 271*

**BC FLCW’S THREE TIPS TO WORK MORE EFFICIENTLY, EFFECTIVELY, AND PROFITABLY!**

**Kathleen Rake, Mission, BC**

*May 2006 -- Category: Marketing.....p. 271*

**“LEAVE-BEHINDS” COULD LEAVE YOUR COMPETITION BEHIND!**

**Haylie Kramer, Atlanta, GA**

*June 2006 – Category: Business Building.....p. 272*

**BOB BLY OPENS THE VAULT: FOUR REPORTS (\$116 VALUE) AT NO CHARGE AND NO CATCH**

**Bob Bly, Atlanta, GA**

*July 2006 – Category: Business Excellence.....p. 272*

**DENVER FLCW DEFINES THE “BEST COPYWRITER,” “BEST COPY,” AND “BEST RESULT”!**

**Joe Coplans, Denver, CO**

*August 2006 – SKIPPED!! Book Release Party*



## ***V. THE “BURNT CASSEROLE”: MY MISTAKE AND HOW I LEARNED FROM IT!***

*June 2002 – Category: Professional Discretion.....p. 273*

***YOURS TRULY HAS MAJOR BRAIN CRAMP IN YEAR NINE OF THE BIZ!***

**Peter Bowerman – Atlanta, GA**

*July 2002 – Category: Business “Process”.....p. 274*

***FLCW “DOWN UNDER” STARTS WORKING BEFORE SIGNING THE DEAL!***

**Jennifer Stewart – Brisbane, Australia**

*August 2002 – Category: Business-Building/Comic Relief.....p. 276*

***FLCW in UK ADMITS HE’S AN IDIOT (HIS words, NOT mine)!***

**Jonathan Parry-McCulloch – Stowmarket, Suffolk, England**

*September 2002 – Category: Business “Process”.....p. 277*

***PHILLY FLCW FINDS OUT WHO’S BUTTERING HER BREAD!***

**Kennerly Clay – Philadelphia, PA**

*October 2002 – Category: Business “Process”.....p. 278*

***CALIFORNIA FLCW LEARNS THAT “SPEC WORK” CAN LEAVE YOU HUNGRY!***

**Abbi Perets – California**

*November 2002 – Category: Business “Process”/Collections.....p. 279*

***FRUSTRATED (AND HUNGRY) FLCW NEEDS TO GET FIRM WITH SLOW-PAYERS!***

**Anonymous**

*Final Installment of Burnt Casserole (No Additional Submissions After This Date)*

## ***VI. COFFEE, MINTS & TOOTHPICKS....p. 281***

- ALL Teleseminar CDs On Sale!
- Visit the Well-Fed E-Bookstore & Fill In the Holes in Your Library!
- Buy “Back For Seconds” (Or TFWF!); Free E-bonus & Free Shipping!!
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