

# Creative Career Path

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## Looking Good in Print

**W**isdom grows through experience, like the annual rings on a tree. It also leaves traces, that is if you make efforts to create a legacy that can be shared with others that come after you.

Of course you can do this while you are still alive and adding more rings to the trunk of wisdom. You don't have to cut this tree down to count the rings.

I have a friend who is exceptionally good at the process of distilling his experience as a writer, graphic designer, audio interviewer, and marketing coach into practical and digestible rings for the rest of us.

Roger C. Parker is a master of *Looking Good in Print*, which is also the title of one of his many bestselling books. But I know Roger as a fellow Guerrilla Marketing Coach, as the host of countless content-rich interviews with successful authors in marketing and personal branding, as the pioneer of the *One Page Newsletter* concept, as the owner of two successful membership sites <http://www.designtosellonline.com> and <http://www.publishedandprofitable.com>, as the author of 38 books which have sold over 1.6 million copies in 37 languages, as consultant to companies like Apple, Hewlett Packard, Best Buy, Microsoft, Yamaha, Adobe, and Volvo, as one of my own mentors, and as a close personal friend.

Roger's work helps people add value and leverage to their marketing with principles, tips, shortcuts, templates, and just darn good advice on how create and present content in a readable and attractive layout.

Authors and writers of course, but also professionals and people in service businesses or retail benefit from Roger's wisdom, learning how to capture people's interest by giving them quality content in a one page format, newsletters, tip sheets, or postcards. He takes that to a higher level when needed by showing you how to publish a professional looking White Paper establishing you as an authority in your field.

Unlike many copywriters who specialize in persuading or tricking your subconscious mind into wanting to buy something you may not need, Roger's approach appeals more to your intelligence and good sense.

Learning how to put your own wisdom and experience into print, in a quality format you can be proud of, and publishing and distributing it yourself online,

actually helps form the rings of wisdom that become part of your legacy. Even if you distribute these at no cost to subscribers or use them to build your personal brand, in the process you consolidate your content internally and externally. With content in the bank, you can repack and repurpose it in all kinds of ways because it is now a part of you.

Roger helped me find the discipline and the enthusiasm to publish two years of monthly one page letters in two languages, GUERRILLA MARKETING GENIUS and MIND MAPPING STRATEGIES, 96 issues in two years. It helped me formed habits of writing and content creation that kept the flame burning bright, and branching off into books, blogs, and articles.

This is why I was delighted and surprised when Roger announced that he was releasing The Best of Roger C. Parker's *Guerrilla Marketing and Design*, 145 pages of the best 67 issues of his One Page Newsletters (printed front and back). These are Roger's rings of wisdom on topics ranging from design to content creation, effective e-mails and business cards, tips for successful presentations and proposals, building a mailing list, education-based marketing, use of color, audio, webinars, content management, editorial calendars, writing tips, each topic self-contained so that you can print it out from a convenient PDF format.

It is easy to imagine how increasing your skill in one or more of these areas could make you a more attractive candidate for a job, a more effective communicator in business, a more valuable asset to your company, or an expert in your field.

Don't wait on this, visit <http://budurl.com/8yum> and empower yourself with The Best of Roger C. Parker's *Guerrilla Marketing and Design*.

Easy to understand, easy to apply, totally affordable, and a pleasure to read.

### William Reed

BLOG: <http://www.EntrepreneursCreativeEdge.com>  
YOUTUBE Channel: <http://www.YouTube.com/taproot55>  
PODCASTS: <http://www.creativecareerpath.com>  
VIDEO BLOG (Japanese): <http://www.reedcom.jp>

*William Reed is a renowned author-speaker who coaches physical finesse and flexible focus for a creative career path. A certified Master Trainer in Guerrilla Marketing and 7th-dan in Aikido, he combines practical wisdom of East and West to help you learn personal branding at the Entrepreneurs Creative Edge.*



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