



CYGNATURE

The Newsletter of SWAN, the Self-employed Writers and Artists Network

March 11, 2002

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March Meeting

Stress-free and Inexpensive Ways to Market Your Business

Would you rather do *anything* than market yourself? Do your marketing efforts fall flat? If so, come hear Management Consultant Loraine Kasprzak speak about the dos and don'ts of successful marketing. Pointers include

- ☞ How to get out of your comfort zone
- ☞ Secrets for generating positive P.R.
- ☞ Tips for making direct mail effective.

From Loraine's online bio:

"Management consultant Loraine Kasprzak helps her clients get to know their customers, then develops game plans for building customer relationships and communicating value. She started Advantage Marketing & Associates after 13 years working for large corporations. The company offers executive counseling and strategic marketing capabilities to mid-sized and Fortune 500 companies. Ms. Kasprzak has extensive hands-on experience in business-to-business and industrial marketing. She has a degree in chemical engineering and an MBA in marketing and is the former vice president of public relations for the Institute of Management Consultants, Princeton Chapter.

7:15 – Networking 7:45 – Meeting

For directions, visit the SWAN Web site:

<http://www.swan-net.org/meetings/direct-kin.htm>

Looking ahead...

April Meeting



The Art of Feng Shui

Looking for more clients? Need less stress in your life? At SWAN's April shindig, Sharon Rothman, Illustrator and Certified Practitioner in Feng Shui, will introduce us to this ancient energetic art.

Feng Shui looks at the key elements and principles of design and sees them with new eyes -- how they connect with the timeless patterns and cycles of Nature; how they interact energetically in your space to create an atmosphere that harmonizes with your individual purpose and energy.

Using Feng Shui principles as guides, you will learn to create home and work environments tailored to promote your individual prosperity, mental clarity, loving relationships, and a sense of ease and well-being.

Join us on April 10, in SWAN's Feng-Shui approved facility at Silas Condict State Park!

7:15 – Networking... 7:30 – Meeting

Member News

Do you fear rejection? Do you hesitate to send your precious creative brainchild out into the world, for fear that it will be unappreciated, neglected, or – even worse – ignored?

Well, SWAN illustrator Wally Littman has the antidote for you. He's created a self-published two-volume collection of rejection slips you'll never see. Having recently completed a course in assertiveness training, Wally calls his work

Reject ME will you? I'll show you Rejection!

Some examples:

Golf Digest

After reviewing
your cartoon submissions,
we know what your
handicap is.

Take a bogie on this hole.
-- The Editors



We're returning
your cartoons
because of
poor reception

THE EDITORS

Collect 'em all! Order both volumes – 24 4-color pages in all! – for the amazing low price of \$5.00 (+ \$1.50 postage and handling). Cash or money order to:

Wally Littman
299 Rutland Ave
Teaneck NJ 07666

You Don't Say!



-- Cartoon by Sarah Macy

From the Editor

Fellow SWANees,

My first book, *Growing Up with the Beatles*, was published more than 25 years ago. Imagine my surprise when, on my birthday last year, I received the following e-mail completely out of the blue. I share it with you because, as creative types, we sometimes forget that our work can have a positive impact on people's lives.

See you at the meeting!

Ron Schaumburg

Mr. Schaumburg,

If I've reached the wrong guy, I apologize at the top.

But if you are the author of "Growing up with the Beatles," I just wanted to offer a simple note of thanks. I'm a sports columnist for the Newark Star-Ledger now, and I make my living writing, and one of the reasons for all of this was having read your book a long, long time ago when I was a 13 year-old-old kid growing up on Long Island. I was a Beatles freak as a kid, and my parents got me the book for that reason (for the pictures, I fear). But I read the book, and re-read it, and re-re-re-read it over and over, till the pages nearly turned to dust, and I was fascinated at the possibility that you could actually write about things you like, stuff that interests you, and not just what your English teacher made you write about. It was a genuine moment of clarity.

I hope I don't sound terribly over-dramatic, but it really did have a profound impact on my life. On one level, I must confess, I related to many of your own growing-up stories; but beyond that, I remember thinking, "Man. This guy really has FUN writing about this stuff." And you know, I was at my parents house in Florida a few weeks ago, came upon the book, spent an hour or two with it, and that's the way I still feel.

Anyway, thanks again, very much. I stumbled across your name while doing a Nexis search on other business, and figured I'd take a shot that this was who I hoped it was. If so, again, thanks so very much for everything. I really do appreciate the inspiration you provided me a very long time ago.

Sincerely,

Mike Vaccaro
Sports Columnist
The Newark Star-Ledger