



THE WRITING PORTFOLIO

What to include? Better to err on the side of caution, and with knowing that people scan more than they read nowadays, so I will leave the dissertation out and put some of the juicier bits in.”

WHY WRITING?

Writing for a living is a way to explore, innovate, and play among a tapestry of ideas and concepts. When my sixth grade teacher asked me to ghost write a story I had no idea what he meant, but once I understood, I was hooked. Now, I get to write on behalf of others, author my own work, and help people to learn, understand, and from time to time, wile away an afternoon with a good read.

Pam Robertson

Have a look at some of my online portfolio items, by going here:

<https://pamrobertson.journoportfolio.com/>

If you have questions or comments, call me at 780-232-0083.

Article



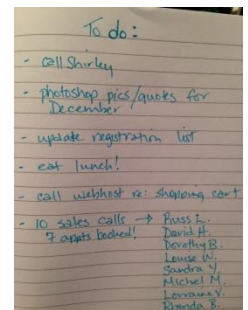
Ten Tips for Increasing Your Productivity

A Bonus to *Inspired Business*

Entrepreneurs often find themselves running out of hours to get everything done, and it's no wonder given how many demands there are on our time! Time management evolved as a discipline in the 1980's where the focus was on schedules, calendar systems, and to do lists. These tools are still valuable, but we need additional tools and skills for today's dynamic reality. Personal productivity stretches beyond traditional time management approaches to include long-term goals, project management skills, problem solving tools, and more, to help us define and accomplish tasks efficiently and effectively.

Here are some of our favourite tips to increasing your productivity.

- 1) Stop trying to multi-task. While we all do this at times, it's **NOT** a time effective way to complete an **important project**. Block off the time you need to get important work done, and then answer calls, return emails, and participate in chatter at the end of your block of time.
- 2) Create a personal vision statement and write down your goals. Once you are **clear** on where you are going and why, you'll find it easier to find time to do the necessary things.
- 3) **Design** your work space – even if you work mostly on the road and from a smartphone – for peak efficiency. Keep things you need several times a day within reach (searchable for digital files), and set up systems to help you find everything else and to let go of what doesn't serve you.
- 4) Leverage the power of the **cloud**. Back up important files, emails, and contact lists on the cloud so that you can access things easily even if your computer fails.
- 5) Use a **system** for passwords, and record them with a password protected system. We can lose a lot of time trying to track down or reset passwords.
- 6) Your email inbox can serve as a priority tray on your desk, and needs to be empty at the beginning and end of each day. No kidding!
- 7) Use routines to add structure to your day and get more done. If you feel scattered or that your day easily gets away from you, introduce just one or two routines to see how much impact they have on your day. Try one of these: 1) check your email only **AFTER** the first two items on your priority list are finished. 2) when you return from a meeting **RESIST** the urge to check your messages. Instead, take 5



minutes to organize your notes from the meeting, add tasks to your to-do list, and/or schedule next steps. THEN go ahead and check your messages.

- 8) Take the worst, most dreaded, awful task and do it at the **beginning** of your day. That way, the thought of what you must do is not interrupting your day or throwing anything off track (this is what Mark Twain and Brian Tracy refer to as Eating the Frog).
- 9) Unsubscribe! How many email newsletters do you receive every day or every week? Look at your list and **unsubscribe** from the ones that no longer serve you, or are not offering you the value they once did. If you can't stand the idea of unsubscribing from your best friends' lists, at least have them filtered to a folder in your email so that you can read them at your leisure.
- 10) Use programs that incorporate **schedules** for everything you can, including posting social media updates, blogs, and sending out emails.

Connect with us and change your business for the better!

Whose Law Is It Anyway? - Excerpt

(Chapter published in The Missing Piece in The Law of Attraction, 2015)

The trouble with the Law of Attraction, for me, was that I thought I understood it and for the longest time but simply couldn't figure out why the things that I really want were so elusive. I tried to be grateful about what I had, too, and yet so much of the teaching about the law of attraction sounded good on the surface, while at the same time there were alarm bells going off as I heard some of the "evidence" and anecdotes that were shared in training.

I got started learning about the law of attraction when I was about to embark on my second divorce, and I was feeling pretty sorry for myself. My girlfriend invited me over for a glass of wine and to watch a movie called *The Secret*. I already recognized the value of goal setting and dream boards, so when those concepts were discussed in the movie, they made sense to me. Other parts of the philosophy were not so convincing, but my girlfriend was quite committed and so I decided to keep a really open mind. Besides, it took my mind off the divorce and everything that came along with that for a little while.

I heard about people using the law of attraction as a way to find a parking spot, and even a life partner, but these things were of little interest to me. I pushed on.

I read the book that Napoleon Hill wrote and that teachers of the law of attraction said they had read daily for years, *Think and Grow Rich*. I dug in and discovered that Hill hadn't really ever worked with or interviewed Andrew Carnegie who was the inspiration for the book; Hill just talked about him a lot. I was also a little disappointed to realize that Hill had been broke on multiple occasions through his life, as had many of the subjects (and/or their offspring) mentioned in the book. How did this book manage to launch a whole pop psychology movement called the law of attraction? I shelved the book, and kept looking for this panacea of success that these secrets would reveal.

Financial security was a big deal, and it eluded me regularly so I kept returning to the attraction theory looking for some answers. I know that having financial security is not always a noble pursuit for people who like to live for love, or passion, or to serve others at any cost. But I'm a pragmatist, and while I remained fascinated by the concept behind the principles of attraction, underneath the surface there was a lot of unsubstantiated stuff to work through. I did some more digging.

(The rest of this chapter is available in the book, or you can request a copy directly if you like).

Article (part of a marketing course)

An Easy 3-Step Formula to Help You Price Your Products and Services Right

Let's do some backwards math! It's easy and fun, and helps you to make sure your prices are set right and that your business is profitable. Don't be surprised if this exercise causes you to go back and adjust your pricing. It's pretty typical that most start-ups are not charging enough, and sometimes people expect that if you're working from home you should be charging a bargain basement price. It's up to you to decide if you gain more clients by letting them in at a cut rate price and increase later, or whether they will pay you what you are worth right away (Hint: it's much easier to set the price right from the beginning rather than trying to raise it later, although I have done it).

Working at home typically means your overhead expenses are pretty low. You'll need a phone, computer, products or services, and away you go, right?! Of course it could not be that easy because by the time you add a website and hosting, and texting and a long distance plan, plus a shopping cart, then have to purchase insurance, attend networking events, pay for advertising...well, you've just got to do a really good job of your pricing so that you are profitable!

I created this backwards process (or maybe stumbled upon it – I honestly cannot remember because I have been using it so long!) because I don't support the notion of "starving artists" or "starving entrepreneurs" or "starving students" any more than you do. Instead, let's make sure you price your products and services properly!

Say your monthly work at home overhead looks like this:

- \$100 registration fees and gas to attend networking meetings
- \$200 cell phone, internet
- \$125 laptop and software lease
- \$25 webhosting
- \$15 business bank account (+ percentages of transactions if you have a shopping cart)

- \$100 for bookkeeping/accounting
- \$100 for insurance
- \$50 membership to the Instigators Program (for social media training)
- \$500 for business coaching
- \$500 for marketing

TOTAL \$1715 per month, not including your fixed start up costs like inventory, a business license, business cards, training, etc.

So, if you want to make \$100,000 profit a year, using this very basic calculation, you'll quickly be able to figure out how much you need to sell, and then you can adjust your prices accordingly.

The formula is:

Step One

Add up your monthly expenses, and multiply the total by 12 months in the year
 _____ x 12 = _____

Step Two

How much profit can you expect off each transaction? List your expected profit from each transaction. \$50? \$100? More? Less?

\$ _____

Step Three

Do a bit of simple math to figure out how many products/services you need to sell each year, and then divide by 52 for your weekly target (see an example on the next page).

Another way to show the formula

(Monthly Expenses x 12 months in the year) + Desired Profit = _____ /average profit per transaction.

Let's say your expenses are \$1715 per month as in the example above, and your desired profit is \$100 000, and you make \$50 of average profit per transaction. In order to meet your goal of \$100 000 profit this year, your total sales need to be $(\$1715 \times 12) + \$100,000 = \$120\,580 / \50 .

Your turn! Calculate how many widgets or coaching sessions or clients you need to sell to each year and each week, if your average sale is:

- A) \$50
- B) \$100
- C) \$500

In **scenario A**, you've got to have 2411 transactions per year, which is 46 transactions per week.

In **scenario B**, you've got to have 1205 transactions per year, which is 23 transactions per week.

In **scenario C**, you've got to have 241 transactions per year, which is 5 transactions per week.

What's Next?

How much are you willing, able, and ready to do? Are you close to scenario A, or closer to B, or C? Now that you know what it will take to get where you want to go, what aspects of your business need to be "stepped up" and supercharged? Let me know by replying!

Here's to you for building a brilliant business!

Cheers,



Blog posts for client

It's Hard! (Article 1)

We know that getting rid of our extra stuff can be really hard. If it was easy, no one would have extra things around their house. We wouldn't need the help of professional organizers. We wouldn't have to set aside a block of time to "clean things up." We would put the storage people almost out of business.

Instead, getting rid of things, or what we now call downsizing, can be really difficult. Really difficult! Some of our things have sentimental value, or perceived value, sometimes we worry that getting rid of something will hurt the feelings of someone who bought it for us. Some of us enjoy the feeling of having lots of things around us, whether those things are stacks of books, movies, toys, or old newspapers and catalogues.

To ease the pain of losing our things, it is possible to part with things in a more strategic way, and to lessen the pain or loss or sadness that is associated with change. We're going to help you do it right here!

Declutter Buster – Image sock

Years ago I remember reading a funny article in the Reader's Digest and there was a story about how when you lose a sock in the laundry, a wire hanger would somehow in a closet somewhere in the house. How else could we have explained the number of wire hangers in the house.

Truth be told, that story that might have been the very beginnings of my need to organize things and to help people declutter their space.

Socks are a problem, and I want to give you a tip about how to organize them so they don't make a big mess (or contribute to your hanger pile). The best way to tame the sock ~~monkey~~ monster is to keep socks together when you take them off and put them in the laundry. Just fold them over by an inch or so to connect the tops, but leave the feet hanging loose so they can still dry in the event you have stepped into the dogs water bowl, or your feet made them damp.

You can easily separate the socks as you put them in the wash, because they are only held lightly together.

That's it. Super simple, and because your socks go in to the wash together, there is a very good chance they will come out of the dryer very close together and easy to pair back up.

Article 2 Image butterfly magnet

Declutter Buster #2

This one is for all of us that have too much clutter to deal with, and want a plan to get started. I have a friend whose ex-husband love to collect stuff. He had 15 different collections, including beer bottles, beer cans, matchbook covers, poker chips, Canadian Tire money, fridge magnets, and more. If you find yourself in similar circumstances, there are a few things you can do, and one of them takes up practically no room at all.

In the case of a collection of small things, like fridge magnets, they have often been collected over many years from travels near and far. I'm not talking about a fridge full of magnets being a problem (colourful fun in the kitchen is colourful fun, after all), but when the fridge is full and there is a drawer of magnets because they don't all fit on the fridge, well, you may have a problem. If you want to hold onto a reference and are ready to get rid of some of those magnets, pull out your camera! Lay the magnets out on your kitchen table, and take a few pictures of them (especially your favourites). Then you can look at pictures (maybe even digital pictures so you can create a backup and they take up no space at all).

If you are decluttering in stages, take your pictures, then put the magnets into a box and store them for a month or six-weeks. Count how often you are looking at the pictures, and make yourself more comfortable with the elimination of them at the end of that 4 or 6 week period.

Article 3

Declutter Buster #3 – Photos for Keeps – need a photo of my photos

In the early days of popular photography, it was expensive to print photos and so the collections of black and white family photos tend to be small in comparison to the colour 4 x 6 photos that were easily printed at photo shops across the country. As a result, I typically see a few thin albums of black and white photos on black paper with photo corners carefully pasted, and then there are boxes of colour photos, sometimes in albums and sometimes not, hundreds of them.

It's sad to me when I attend an estate sale, or sadder still a flea market, and there are loose black and white pictures for sale. Someone's family memories, 10 for \$5.

Instead of moving around boxes of photos and tons of albums, how about scanning photos (and slides too!) to keep them in a digital file (with a back up or two of course)? Digital frames mean that you can look at your photos anytime, or leave the frame on a shelf and have the photos set up as a slide show. Instead of several boxes of albums, you have an 8 x 10 inch frame that is less than an inch thick.

I honestly wasn't sure how great a job that the current technology can do in preserving slides and photos, until I looked at the work of my friend Andrew Campbell, who has an eye for light and colour, and can preserve photos and slides. You can check out his work here, <http://www.invisionrepro.com> and keep the memories going in a nice small, tidy space.

“Food” Article for Be Fabulous at 50 Magazine

Make Your Kitchen Smell Like Fall!

It never fails that the tree fruits are ready in the middle of a busy week, but that’s how it goes! As someone who loves to make jams, chutneys, butters, and whatever I can get my hands on for canning, I’ve had to get used to it.

Right now the apples are plentiful, and so I am making up some very yummy apple butter. There’s no butter in it, and it is a tasty, healthy way to replace some of the fat that usually goes into recipes like a spice cake, or a family favourite, my Apple Butter Rum Cake.

Homemade apple butter cannot be beat – and I have tried plenty of commercial versions. While I typically save my apple butter for baking, I know people who love to eat it on toast, alongside their pork roast, or with a breakfast like sausage and eggs.

To make enough for about four pint (500ml) jars, or four cakes, you’ll need 15 minutes to prep:

- 3 kg (6 lbs plus 2 apples, roughly) apples – you can use a variety of types of apple
- 500 ml (2 Cups) of sweet apple cider (this is the secret ingredient)
- 750 ml (3 Cups) granulated sugar
- 10 ml (2 teaspoons) ground cinnamon
- 2 ml (1/2 teaspoon) ground cloves

In a large stainless steel saucepan, combine apples and apple cider. Working over medium heat, bring to a boil. Reduce heat and boil gently, stirring often, until apples are soft (about 30 minutes).

Use a potato masher, and mash the apples until they are a uniform texture. You can also do this working small batches through a food mill or food processor, but be careful not to liquefy everything. You should have about 3 litres of apple puree.

In a clean, large stainless steel saucepan, combine the apple puree, sugar, cinnamon, and cloves. Stir until sugar dissolves. Bring to a boil over medium high heat, stirring frequently. Reduce heat and boil gently until mixture thickens and holds its shape on a spoon. Timing here depends on how much water is in those apples, and it can take from 20 to 40 minutes. Your butter should be thick, and a very deep colour.

Once complete, you can put the butter through a canning process to preserve it, or wait until the mixture cools, and keep it in the fridge for a couple of weeks, so you can spoon it onto ice

cream, yogurt, or oatmeal. For freezing, divide it equally among four freezer bags, remove the air, and freeze for 3-6 months.

If you'd like a copy of the Apple Butter Rum Cake I refer to here, email me via (INSERT EMAIL HERE), tell me you saw the recipe in this magazine, and I will send you the Apple Butter Rum Cake recipe for free!

Mentorship Article – Womanition Coaching Program

Create an Outstanding LinkedIn Presence in 5 Steps

LinkedIn is recognized as **the** social platform for connecting about business. If you are an entrepreneur you need to have a strong profile so that people can find you, and you need to do some very intentional connecting and serving in the community to get noticed.

For business, LinkedIn can be a great **strategy** to get started building your prospect list and a great way to get to know your market. You will be able to see trends within your market and then spot potential problems that you leverage so you can create a product/service to solve a particular issue. This is also a very natural way to market, build your brand, and build credibility as an expert in your industry.

When participating in groups on LinkedIn you need to approach your activity with a “giving” attitude. You want to be there to add real value to the conversations and questions, and avoid the temptation to simply promote your product(s).

Allow yourself some time to develop relationships with other members and over time, and just like networking in person, if they grow to like you, to trust what you have to say, they will be more inclined to see what you have to offer and purchase your product or services.

1. Write a Juicy Profile

Most people’s LinkedIn Profiles look the same. They look like a resume. They sound like a resume. Use all sections that apply to you to share your story, how you can help your target audience, and make things happen. Don’t be average.

While you are at it, some tips:

- Don’t talk about being detail oriented or organized if you aren’t.
- Restrict yourself to just three dots in an ellipsis...and one exclamation mark at a time.
- Get a professional or at least mostly professional headshot on there.
- Use images including your logo, video, and presentations to add colour and interest.
- Use keywords so that people searching have an easy time finding your profile.

2. Tap Into Your Inner Groupie

Your goal is to find influential groups/forums within your niche/industry. When posting in these groups you will get more value by participating. When you think of groups to consider, think outside the box. If you are a home renovator, you may be tempted to connect with other renovators, related trades, and people who want to hire you. However, you could also connect with baby boomers since they might be ready to renovate their home; with newly married couples who want to buy an older home and fix it; newly graduated professionals who will need to lease and renovate office space; newly divorced people who want to individualize their space, and so on.

Pick your top 2-3 groups to start with, and join the conversations or pose questions to initiate some conversation. Know that it is going to take some time and consistent effort for these relationships to lead anywhere.

3. Set Up a Purposeful Email Signature For LinkedIn Email

Use the name of your product and have it hyperlinked to your landing page/salespage/ domain.

Another efficient thing to do in your signature file is to offer group members a special. Note: you can change your signature file whenever you want, so that you can highlight different promotions.

Examples:

- Your Name
“Product Name/Sales page/Main domain”
- Your Name
“Quick, Catchy Teaser About Product/Service, Book or Product Name, Link to Purchase
- Your Name
“Special Offer for ‘Name Of Group’ Members, link to offer or landing page

4. Jump In!

- Add posts that really offer value to the topic, comment or question you are responding to.
- Make the majority of your posts answers to questions so that you will begin to establish yourself as an expert.
- Make sure you know the answer and don't just be posting something to get your links out there.
- Never, ever post with whining, negative, or “send me business” posts.
- Limit posts to around 10 per week per group so there is a natural organic feel to your links.
- Start posts that are thought provoking, getting opinions and maybe stir up a little controversy to get people participating. Make sure that you continue to participate throughout the conversation with a few responses (don't abandon a conversation that you initiate).
- To follow the comments on a post, subscribe to the daily or weekly digest and then create a folder and filter in your email so that all of the emails will go to that folder. This will keep your inbox organized and help you stay focused. You can go to the folder when you are ready to make responses – just make sure you add that task to your to do list or you will turn people off!
- Make sure you check spelling, your responses make sense, and always add value. Self-serving comments just make you look foolish.
- Look at the members list and see who is posting often and participate in topic threads if they are relevant to how you can add value to the group.

- Without becoming a stalker, connect to people you meet in the group by sending them an in-mail (LinkedIn's internal email service) or by researching and finding a personal email and sending them a note.

5. Schedule Your Socializing

- It is easy to lose track of time and spend hours in forums or groups and for you to justify that you are working on your business. We call that making excuses. Set up some boundaries. Be responsible.
- Create a social media marketing schedule and calendar for yourself.
- Block off the time in your schedule each week for social media marketing.
- Set a timer when you start that will count down and let you know when your allotted time is up.

Don't leave your success to chance!

Pam Robertson has created multiple best-selling programs and is part of six (and counting) best-selling books, plus many other popular projects and programs.

Create your success! Start learning from the best, today! Call 780-232-0083

Sample Course Descriptions

Create That <Effing> Freebie!

I know the title is a bit cheeky, and I'm okay with having some fun at work, so there you are! Creating the freebie (or exchange or ethical bribe...whatever you want to call it) is a step many people neglect or don't do properly because they don't know how, or they don't have time. That's a sad oversight, because it's your "offer" that brings them to your email list and then connects the two of you. If you aren't sure what I am talking about, your Freebie is something you offer to new members of your email list in exchange for them providing you their email address. It's a simple concept, but it takes some work to get it working for you. This course is six lessons, so you can create your Fantastic of Firecracker or Fabulous or Effing Freebie within a week! For just \$47US as a launch price, you don't want to ignore or delay getting this done! [<LINK>](#)

Social Media for Entrepreneurs

This is the foundations course for getting your Social Media where you want it to be. It's extremely important if you are not getting the results you want (i.e. people are perhaps replying to some of your posts, but not very many of them, and they aren't turning into leads or customers). This course is essential if you want social media coaching from me, because it will give you all the foundation bits for next to nothing and if you still want my help afterward, you'll have already saved yourself about 10 hours of coaching. Not kidding! At just \$27 US this is a very worthwhile investment, seriously. The registration info is here: [<LINK>](#)

Short Story Excerpt (Making Merry, a Christmas Short for 2021)

Making Merry

It turned out pandemic fatigue was a thing, and so were atmospheric rivers, and feeling out of sorts before the holidays. Mariah Pearce looked around the empty hall of her school and contemplated which direction to take. She needed a few minutes to herself, because she knew the staff would undoubtedly frown on her sticking her head into the staffroom sink full of water and screaming into it.

She reminded herself that Raj wasn't a bad kid no less than three times as she stomped down the hallway. He was the oldest of three kids at home, and one of those was a newborn. A Covid baby, his mom had laughed when Mariah met her online for a meet and greet at the beginning of the school year. Mariah's army style boots were heavy and made a thudding sound as she clumped down the hallway. The boots had seemed fashionable and fun when she ordered them online a year ago. When the schools were shut down even Mariah got caught up in the efforts to support small businesses. She went through the exercise of tracing her feet and sending the exact measurements with her order for a custom fit pair of boots. She had never done something so extravagant before, but she felt that being on her full salary and trying to be as flexible as possible to teach her class of fifth graders from home meant she deserved to go all out. Today she could feel the weight of the boots, and pressure on the front of her calves as she moved one foot ahead of the other.

Raj had been particularly naughty this morning, and he'd managed to push all her buttons during the three lessons he'd been in her class. This was the fourth or fifth time he'd disrupted the class in the past two weeks, she couldn't remember exactly though she had them written down in her notes someplace. Mariah was at the end of her rope. Thankfully, the school had a music teacher and Mariah had exactly 28 minutes of prep time left to get herself back together. It wasn't possible for her to do any classroom prep when she just got a single block at a time usually, but she appreciated the short break twice a week while her class was off learning music. She also reminded herself that she was glad to be back teaching in her school, instead of managing it all from home like they had done last year.

Short Story Excerpt (from Forever Family Anthology)

Troubling in the Land of Normal

My sister and I live together. We are the only two members left of our family, a tight knit group of adventurers. We are still the very best of friends, although we have more history behind us than adventures in front.

It's not that we are special or different from any other set of sisters. We were raised as pretty normal kids, part of a pretty normal family for the twenty-first century, part of a pretty normal...well, mostly normal, anyway. At least until I turned twelve.

We were born thirteen months apart, my sister and I, and until that particular year, we lived in a cosy log cabin on the outskirts of a small prairie town. For eight months of the year the mornings were cold enough to push us to the yellow bouncing crate of a bus to get to school with our red haired driver, Jeanie. We waited impatiently for May to end so that we could ride our bikes for the last three weeks of the school year, waving to Jeanie as the bus lumbered by to pick up the kids who were still too young to ride. We rode at top speed on bikes decorated with superhero stickers, our heads covered in painted helmets with superhero logos all over them.

Our dad used to work out of town a lot as a business consultant. I never really understood what that meant, but Mom said he was very good at it. This time, Dad was gone for longer than usual, and our cat, Jules, sat at the front door pining for him for weeks until she finally gave up in a fit of howling and feline frustration one night. A few weeks later, a man in a formal navy blue suit came to visit from someplace, and gave Mom a big brown envelope. He was from an insurance company, he said, and his name was Hugh.

My Badass Life (Published in Fabulous@50 Re-Experience by Dianna Bowes)

I was born in the last month of the last year of the baby boom in Canada, which means I just celebrated my 50th birthday. As a gift, my sister paid for me to have a tattoo that says “Live Inspired” indelibly inked on the inside of my forearm. It’s an elegant font, and there is a ladybird at the end of it, so I absolutely love it. The script is heavy and black, and catches my eye frequently.

Somehow, having a tattoo has made me feel like a bit of a badass, and something inside of me likes this expression of badassery even more than I thought I would. I mean, I expected something out of it, but not as much as I got.

Years ago, when I was in my early 20’s, my mom said that my language left a lot to be desired. She found my propensity for cursing wasn’t very lady like, and she didn’t like it when I swore. I remember replying that as a member of the army, swearing was something I came by a lot (which was also saying something considering how much of it I had heard at home). Besides, it’s not as if I let off a litany of curses for just anything. There was always a purpose to it, although I did temper the cursing quite a bit as I moved on in my career, had kids of my own, and tried to make a positive impact in the world.

I didn’t let go of cussing entirely, however, and still operated under the rule that a well-placed curse word (even a fake swear word) sprinkled into an otherwise stellar string of vocabulary, could be very appropriate. I liken this to a scene from A Christmas Story where Mr. Parker can let loose with a whole string of gibberish yet you know precisely what he is saying. *“You wart mundane noodle! You shotten shifter paskabah! You snort tonguer!”*

I’ve been cursing more frequently since I got my tattoo, I have to admit. It’s actually making me feel more confident. I stand a bit taller. I’m dressing better so that I can show off my tattoo and look good doing it.


Most people would not suspect I’ve been a badass in training for the first 50 years of my life, but now that I’ve turned it on, I think they get it. People who’ve known me a long time might have even been waiting for this.

You see, a long time ago, before I decided to buck the family history and attend university, I invested a semester in myself as a high school dropout. I thought I’d had enough of schooling, and that I knew everything I needed to know. Then I realized that in order to study anything to the extent I wanted to, I needed my diploma and so back to school I went. I studied a lot: music, teaching, business, counselling, culinary arts. I’ve worked with lots of people who were down on their luck and needed a leg up, but I think for the ones who missed it, what was missing was a bit of attitude. A commitment to their own badassery.

As someone who is now a part-time badass, I am connecting with more people right now than I have in the last several years. I am more committed to my own business, and to helping people get more of what they want out of life than ever. We’re going to achieve it through some badassery, and probably a little cussing! If you’re ready to take charge and make some changes, just let me know.

Sample “sales letter” on Eventbrite (just visit this link) https://www.eventbrite.ca/e/the-busy-persons-guide-to-launching-a-best-seller-tickets-20326648553?utm_term=eventurl_text#

Sample “poster” for the same course



Beyond Writing: How to Create, Publish, & Market Your Own Best-Seller

Dr. Pam Robertson started writing as a hired pen in sixth grade. She fell in love with writing, even though it was years before her first novel and then several short stories were published. Her writing career really took off when she learned how to write for business—including books, curriculum, manuals, blogs, and marketing content.

To make a good living, Pam learned to strike a balance between creative writing and consulting in subjects including leadership, business, marketing, communication, and digital media. On the way she has gathered great people to work with her, won awards, contracts, and she’s been published in numerous best-sellers, books, magazines, and educational materials.

You have the opportunity right now to sign up for Pam’s new course:

Beyond Writing: How to Create, Publish, & Market Your Own Best-Seller.
Register and get more details at <http://bit.ly/BusyLaunch>

Sound familiar?


Your investment includes a full day workshop with Pam in any city it is being offered, PLUS the following bonuses:

- Goal Setting that Works
- Recording Video that Gets Noticed
- Business Acceleration Plan
- How to Create a Book Trailer
- Two one hour calls to help you iron out the wrinkles in your project

So you’ve had a great idea and you want to launch a book (or maybe a new product). Good for you! Congratulations!

You stay up late at night, working at it. You write, and write, and re-write, and then you write some more. You get published or self-publish and you set up your marketing plan. And you wait.

Based on average book sales in North



Get your book, course, or big message in front of the right people! Early bird is \$499+ tax. Regular price \$599+ tax.
<http://bit.ly/BusyLaunch>
Call 780-232-0083 or email pamrobertson@live.ca **today!**

Sample Social Media Teaching for Tradeshow

Picture Perfect Trade Shows 2015
Pam Robertson, Ph.D. 780.232.0083
Founder of The Lookbook Files | Master Certified Coach | Best-selling Author

25 strategies for successful social media trade show marketing

Congratulations, you are the first you've been invited or accepted as a trade show participant, and now it's time to create your social media marketing plan to promote and support what you are doing, and help attract people to the event.

Things to do right away (by September 30, 2015):

1. Set up a business page on Facebook. If you do not have one already (you need a personal page in order to do this). (Get some help if you need it.)
2. Like the Facebook Fabulous@TradeShows business page from your personal page AND your business page.
3. Go to the Facebook EVENT page and confirm that you are going.
4. Set up a Twitter account. Every time you "tweet" name" short, and make sure you fill out your bio or profile as interested in following you.
5. Write up your ideas, topics, and business contacts to identify those on your Facebook business page and your Twitter account. You might offer them an incentive for doing so (i.e. run a contest). Just make sure you follow Facebook and Twitter rules. Also make sure the event page listed in contact's address.
6. Set up a spreadsheet or text document so that you can write your updates, copy and paste them into your status platform of choice (and the second part of this based on a resource).
7. Create compelling offers, worthy content that others talk about other people, businesses and help your status platform of choice (and the second part of this based on a resource).
8. Put up ads on your Facebook page, website, blog, etc. so that you are building your database.
9. Update your social media profiles to those people to help you to reflect your offer to connect with.
10. Blog if you can write and reach, inform or influence others. Include your blogs for additional content throughout your community, and continue writing.
11. Blog if you can write and reach, inform or influence others. Include your blogs for additional content throughout your community, and continue writing.
12. Make sure your signatures and profiles create people with your social media links, and that parents, and work. Do so on each week.
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OBSESS... about this a bit.

D - be ON social media
S - share
E - email
F - follow & like & inform
I - stand out

Every day between now and November 7, 2015:

15. Follow back every single person who follows you, follow one another, and respond when people comment, like, and share. Follow, tag, and communicate with EVERYONE, including vendors, customers, suppliers, clients, etc.
16. #Fab50 rule dictates that you speak about others and their businesses 80% of the time, and yourself 20% of the time.
17. Double LOVE, share, and post with each other during the tradeshow. Get creative.
18. Update Facebook business page a maximum of three times per day if you are sharing something you are excited about. If you are sharing something you are excited about, post it on Facebook business page a maximum of three times per day if you are sharing something you are excited about. If you are sharing something you are excited about, post it on Facebook business page a maximum of three times per day if you are sharing something you are excited about.
19. You can update Twitter every hour if you want, but 6-8 times a day is enough.
20. Having #Fab50 has been registered - use it for all your social media.
21. Be social!

On November 7, 2015 - THE BIG DAY!

22. When you go to the trade show, CHECK in on Facebook.
23. Engage visitors with direct messages or tweets for people who check in for Facebook and Twitter updates. Use #FAB50 to get the most out of the day (and to get the most out of the day).
24. Have some updates scheduled to release throughout the day (and to get the most out of the day).

Afterward

Remember to having #Fab50 when you do this.

Sample Status Updates for Facebook

Be the first to know about the #Fab50 event in your area! Check out the list of #Fab50 participants on the Facebook event page. [http://www.facebook.com/fabulousatradeshow](#)

When you see the Facebook event page to go to the event, have a social, and make sure you fill out your bio or profile as interested in following you. [http://www.facebook.com/fabulousatradeshow](#)

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Twitter

We're kicking off a contest on FB. Win a dinner for two! [http://www.facebook.com/fabulousatradeshow](#)

I'm going to the best Baby Boomer event Nov 7! Check it out! [http://www.facebook.com/fabulousatradeshow](#)

Baby Boomer women (and those who follow) gather for the Fabulous@TradeShows Experience and Martin Party. [http://www.facebook.com/fabulousatradeshow](#)

Celebrating baby boomer women in style at the #Fab50 Experience & Martin Party Nov. 7! [http://www.facebook.com/fabulousatradeshow](#)

Awesome deal when you buy tickets in advance and/or in multiples. Grab your girlfriends! [http://www.facebook.com/fabulousatradeshow](#)

We're an exhibitor at this terrific event. Hope to see you there Nov. 7! [http://www.facebook.com/fabulousatradeshow](#)

Last year's event was amazing, and this year looks stunning! Stop by our booth for #Fab50 and on Twitter! [http://www.facebook.com/fabulousatradeshow](#)

Equal! My very first trade show is coming up and it's HUGE! Come visit me at my booth for #Fab50 and on Twitter! [http://www.facebook.com/fabulousatradeshow](#)

I love parties, I need to try a new martini, & get a jump on Christmas shopping FOR ME! This is perfect say hello! [http://www.facebook.com/fabulousatradeshow](#)

I like shopping for gifts, but also love to find staff for next ticket secured #Fab50 [http://www.facebook.com/fabulousatradeshow](#)

Apparently it's the official start of peri-menopause. Going to celebrate! Ticket secured #Fab50 [http://www.facebook.com/fabulousatradeshow](#)

Empowering baby boomer women to live their best life. I can't wait to be part of this #Fab50 [http://www.facebook.com/fabulousatradeshow](#)

Have you been to the River Cree Casino event last week? Check this out - it's huge and awesome! [http://www.facebook.com/fabulousatradeshow](#)

Feeling this will be my best trade show I've had one of my friends to stop by my booth with water! [http://www.facebook.com/fabulousatradeshow](#)

Cook check proceeds and other ways to support @SawYours during #Fab50 on Nov [http://www.facebook.com/fabulousatradeshow](#)

Lots of beautiful fashion, jewelry, skin and beauty care featured at #Fab50 on Nov. 7 (plus more!) [http://www.facebook.com/fabulousatradeshow](#)

Going to learn about embracing being 40-60, and how to live it up! #Fab50 on Nov 7 [http://www.facebook.com/fabulousatradeshow](#)

I'm excited to be a part of #Fab50 Experience and Martin party on Nov. 7. This is NOT your average trade show! #Fab50 [http://www.facebook.com/fabulousatradeshow](#)

What's the best trade show you've ever been to? What made it stand out for you? #Fab50 [http://www.facebook.com/fabulousatradeshow](#)

Want something a little different in your martini glass? Check out the experience from #Fab50 [http://www.facebook.com/fabulousatradeshow](#)

Designing the layout for my booth for each hour of the #Fab50 Experience and Martin Party. Come visit! [http://www.facebook.com/fabulousatradeshow](#)

I have some great shopping deals set up for #Fab50. Fashion, accessories, refreshments, beauty & more! [http://www.facebook.com/fabulousatradeshow](#)

Lots of my friends & colleagues with booths for #Fab50. Fashion, accessories, refreshments, beauty & more! [http://www.facebook.com/fabulousatradeshow](#)

Grab your baby boomer girlfriends & party! Celebrate #Fab50 Experience and Martin Party with me Nov 7! [http://www.facebook.com/fabulousatradeshow](#)



Solo Book Projects

The Riveting Kitchen Presents: Delicious Dishes for Small Households (2021)
Border Pieces (2018), Border Shock (2019), Border Code (2020) - a novella series featuring Morgan Winfeld, Canada's favourite 40 something spy
Maggie's Song (a novel) (2019)
Live Inspired: Creating the Life You Want and Wanting What You Create (2016)
Journal of Smiles, Giggles, and Gratitude (2016)
It's a Dog's Life: A Journal for Dogs and Their People Who Like to Walk, Explore, & Have Adventures (2016)
Eat Inspired: The Only Food Journal You Really Need (2016)

Published Chapters in Books

The Missing Piece in Self-Love
The Missing Piece in the Law of Attraction
The Missing Piece in Positivity (A Book of Quotations)
Forever Friends
Forever Family
The No BS Truth About What it Really Takes to Succeed in Business
Wake Up Women: Be Happy, Healthy, and Wealthy I & 2
Wake Up Live Your Life Empowered
20 Winners at the Game of Life

Courses written:

Beyond Writing: How to Create, Market, and Publish Your Own Best-Seller
Create Your Effin' Freebie
Get Bold. Get Facebook.
Get Bold. Get Twitter.
Inspired Business
Inspired Business: The People Element
Job Search Strategy Master Plan
Live Inspired
Personal Acceleration Plan
Social Media for Entrepreneurs
Social Media and Money: Your Business Online
Understanding CASL (Canadian Anti-Spam Legislation)

Courses for educational training and software company (these are courses authored; many others collaborated)

Advanced Writing Skills

Basic Internet Marketing

Branding

Business Leadership: Becoming Management Material

Change Management

Coaching and Mentoring

Corporate Event Management

Goal Setting

Google Adwords Campaigns

Managing Pressure and Maintaining Balance

Marketing for Small Business

Marketing with Social Media

Motivation Training

Networking

Personal Impact

Prospecting for Leads

Public Relations Boot Camp

Selling Smarter

Train the Trainer: Activities Make Training Fun

Train the Trainer: The Practical Trainer