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Stop Reading, Start Writing By Jeff Davidson, MBA, CMC



Most people agree that having an article published is a worthwhile endeavor. At speaking engagements, I frequently point out that if you stop reading the Sunday paper a few times every couple of months and devote that time to writing an article, in the course of the year you could have three or four articles written and, perhaps, published.

By the end of three or four years, you might have between six and ten articles published. This would put you in the upper one percent of the population in terms of being in print.

Think of all the times that you read the Sunday newspaper or news via the Web and within three days forgot 95 percent of it. Analyze what the continual reading of the newspaper has done for your income, career, and life in general, and you'll agree that you could skip reading the newspaper

now and then, write an article, and enjoy the benefits of getting published.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com