



Sightings

A publication of



The Longview Group, LLC

INSIGHTS...IN SIGHT

June 2007 Vol. 5, No. 6

NEW SEMINAR DATES

Attend just one day or both!

DAY 1 - A/E/C Essentials: An Introduction to the Design and Construction Industry
DAY 2 - Powerful Persuasive Proposals

Washington, DC
August 23 & 24, 2007

San Francisco, CA
October 18 & 19, 2007

Charlotte, NC
November 15 & 16, 2007

Saint Louis, MO
December 6 & 7, 2007

Houston, TX
February 7 & 8, 2008

Baltimore, MD
March 6 & 7, 2008

Atlanta, GA
April 17 & April 18, 2008

Columbus, OH
May 14 & 15, 2008

San Diego, CA
June 4 & 5, 2008

Denver, CO
August 5 & 6, 2008

More information at:
www.longview-group.com/seminars.html

The Longview Group, LLC
3 Longview Knoll
Iowa City, IA 52240

Tel: 319.351.6510
Free: 866.351.6510
Fax: 319.351.6520
info@longview-group.com

www.longview-group.com



INSIGHTS...IN SIGHT



GET INKED

by Dennis Schrag

One of the best ways to build your firm's reputation is to publish. Clients and prospects provide energized respect to organizations and suppliers that have recent "ink." Publishing in respected trade publications builds your professional image.

It takes some planning, a little skill and some time, but the payoffs can be impressive.

Here is the process:

- ✓ Identify the technical/professional publications your prospects and clients read. Don't overlook state and regional publications. They can have strong readership.
- ✓ Contact the editor. Tell them you will submit an article for an upcoming edition. Ask about their preferences. Format? Length? Deadline? Readability level? Selection procedures?
- ✓ Investigate the publications online or contact the editor. Secure a copy of each publication's editorial schedule - the list of topics it will cover in the next year. Review the publication's regular features. Is there a fit with your firm and your firm's talent?
- ✓ Ask the editor about any specific/unique editorial needs or plans. Identify your information/expertise that "fit" with his/her requirements.
- ✓ Write the piece. In some cases it is wise to employ the services of a ghostwriter. Some technical experts get "the shakes" when they sit in front of the blank screen. But place them opposite a writer who interviews them, and they talk a blue streak.
- ✓ Identify if your expertise or recent projects might "fit" with the publication's plans.

- ✓ Prepare the article. Double-space it. Keep it crisp and easy to read.
- ✓ Explain unusual terms or include a brief glossary if needed.
- ✓ Prepare a cover letter to the editor. Keep it short. Explain why readers would benefit from the article you have submitted. Combine the article with some high quality photos or schematics, along with a short biography of the author, and send it off.
- ✓ Include a CD of the entire package.
- ✓ Check back with the editor after a week or two. Confirm that your submission was received. Ask for feedback. What would he or she prefer in the future?

Some technical experts get “the shakes” when they sit in front of the blank screen. But place them opposite a writer who interviews them, and they can talk a blue streak.

A word about readability

Busy people don't have time to read long, difficult, and complex sentences. Your computer software has a great feature. You should use it often.

For any document, you can check the “readability scale.” In Microsoft Word, select TOOLS from the main menu, then Spelling and Grammar. In the Spelling dialogue box select OPTIONS; check the readability box. The readability scale is presented in grade levels: “10.6” means tenth grade sixth month.

The readability scale counts the number of syllables in words, number of words in sentences and the number of sentences in paragraphs to determine its scale. Shorter words, sentences, and paragraphs make easier reading. This piece is written at the 8th grade level.

After your article is published, publicize it. Order reprints and send a copy to all your clients, prospects, and relatives. They will be impressed. You will be remembered.

Gender Based Barbeque Rules

After months of cold and rainy weather we are finally to the time of year that means outdoor cooking. It's time to refresh your memory on the etiquette of barbeque...the only kind of cooking real men do. (It's the element of danger that real men—especially engineers and architects—savor.)

Here is the **REQUIRED** routine:



1. The woman buys the food.
2. The woman makes the salad, prepares the vegetables, and makes the dessert.
3. The woman prepares the meat for cooking, finds and lays the cooking utensils near the grill and prepares the barbeque sauce.
4. The woman takes all of the above to the man-cook who is lounging near the grill with a beer in hand.
5. **IMPORTANT PART:** The man places the meat on the grill.
6. The woman goes inside to organize the plates and cutlery.
7. The woman comes outside to tell the man-cook that the meat is burning.
8. He thanks her and asks her to bring out another beer.
9. **IMPORTANT PART:** The man takes the meat off the grill and gives it to the woman.
10. After eating, the woman clears the table and does the dishes.
11. Everyone praises the chef and thanks him for his hard work and cooking talent.
12. He asks the woman how she enjoyed the meal and her “night off.”
13. Upon seeing her annoyed reaction, he concludes there is no pleasing some women.

WHAT IS THE LONGVIEW GROUP, LLC?

Seeking more efficiency and effectiveness in your professional service business? The Longview Group, LLC provides you INSIGHTS through training, on-the-job coaching, expert counsel, and extra-hands services.

A publication of



INSIGHTS...IN SIGHT

The
Longview
Group, LLC