

WILL WORK FOR FUN



3 Simple Steps for Turning Any Hobby or Interest into Cash

ALAN R. BECHTOLD

FOREWORD BY **JOE VITALE**

bestselling author of *The Attractor Factor* and contributor to *The Secret*

Praise for *Will Work for Fun*

“Fun, fun, and more fun. Alan R. Bechtold has written the best step-by-step formula for moving your work and your life from boring to exhilarating that I’ve ever read. Work truly can be play and Alan R. Bechtold shows you how.”

—Kris Solie-Johnson, Chancellor, American Institute of Small Business, <http://www.aisb.biz/>

“In *Will Work for Fun*, Alan Bechtold gives us a glimpse of a lifestyle we all dream of, yet have not found possible. The book is fun, and the systems Alan teaches can help you live the life you always dreamed of.”

—Warren Whitlock, Book Marketing Strategist,
BestSellerAuthors.com

“Alan R. Bechtold unlocks the vault so you can have fun . . . make money . . . and enjoy the lifestyle of your dreams. This isn’t just a book. This is a roadmap to success and happiness. Now you can have both!”

—Michael Penland, <http://www.instantcashmarketing.com>

Will Work for Fun

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Alan R. Bechtold



WILEY

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CONTENTS

Acknowledgments		ix
Foreword	<i>Dr. Joe Vitale</i>	xi
Prologue	“Why Don’t They Stop?”	xiii
	<i>A Million to One</i>	xiv
	<i>What Would You Do?</i>	xvi
	<i>We Can All Be Rock Stars</i>	xvii
Introduction	The True Nature of Work	xix
	<i>Round-the-Clock Non-Workaholic</i>	xx
	<i>Work: A Different View</i>	xxi
	<i>A Best-Selling Author’s Life—Without Writing a Word</i>	xxiii
	<i>Publishers Make the Real Money</i>	xxvii
About the Author		xxix
CHAPTER 1	The Sitcom as Life	1
	Why Your Life Never Matches What You See on the Screen—And How Easy It Is to Create a Life That Does	1
	Inventorying Your Life Experience	14
	Identifying Your Real Passion	17
	Where You Are Now—And Why	23
	Getting Where You Want to Be— <i>Fast</i>	31
	FUN Money Profile: Erik D. Stafford	38
	Wrap-Up	40
CHAPTER 2	Which Friend Are You?	43
	Jenny Gets Started	44
	A Different Definition of Work	46

CONTENTS

	Rachel, Monica, Chandler, or Ross?	50
	What about Phoebe—Or Joey?	52
	Discovering the Character You Really Play in Your Life	53
	Reinventing the Character You <i>Really</i> Play in Your Life	56
	FUN Money Profile: Jorge Arguello	59
	Wrap-Up	61
CHAPTER 3	It All Starts with a Book	63
	Free Fun Is Great Fun	64
	Mail Boxed In	66
	Plotting Your New Life	67
	Storyboarding Your New Life: It's like Planning a Screenplay—But a <i>Lot</i> Easier	71
	Casting Call: Plugging In Your Character	75
	Characters Count	78
	Be Your Own Nielsen—Finding Out What Your Prospects Want to Buy before You Spend One Minute Developing Anything	80
	Planning the Happy Ending	84
	FUN Money Profile: Lori Steffen and Jeff Wark	86
	Wrap-Up	90
CHAPTER 4	Scripting the Pilot	93
	A Small Social Experiment	94
	If You <i>Can</i> Write— <i>Great!</i>	95
	If You Can't Write or Simply Don't Want to Write— <i>Great!</i>	98
	The Key to FUN Money: Think like a Publisher	100
	Finding the Right Resources	104
	Preselling the Fall Season	119
	Selecting the Right Product/Promotional Mix	120
	FUN Money Profile: Don Strinz	139
	Wrap-Up	143

CHAPTER 5	The “Pitch”	147
	Selling Isn’t Hard When You’re Selling <i>You</i>	147
	Setting Your Marketing System Goals	148
	You Have to Sell Free, Too	149
	How to Create a Marketing Campaign That Will Attract Prospects	150
	Mr. Whipple Really Knew His Marketing	151
	A Driving Rain—of Prospects, Customers, and Cash	160
	An Easy Marketing System for \$200 or Less	160
	Virtually Lock Out Any Potential Competitors	166
	FUN Money Profile: Randy Charach	168
	Wrap-Up	173
CHAPTER 6	The Payday That Never Ends	177
	Recycling: It’s Not Just for Aluminum Cans	177
	How to Repurpose Everything You Do	178
	Your Newsletter—The Constant Marketer	180
	Continue Developing and Finding New, Profitable Products and Services to Sell to Your Growing List of Fans	182
	FUN Money Profile: C. J. Bronstrup	185
	Wrap-Up	189
Epilogue		191
	<i>FUN Money Profile: Lee and Robin Collins</i>	192
Afterword	<i>Mark Joyner</i>	203
Index		205



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To my family, friends, partners, and associates: My life has been wonderful. You are all an integral reason why. May your every day be as blessed as mine.

To Mom: You've always been there for me and believed in me.

And especially, to my brother, Stan: Sorry if I picked on you a little in the book. You've had plenty of reasons to be totally frustrated with me, but you love me anyway. You'll never know how much that means to me.



FOREWORD

Alan is one of my favorite Internet marketers. He's funny, friendly, prolific, and profitable.

He may be the only person on earth who has been successfully and profitably publishing and marketing online for more than 23 years. During that time, he's averaged more than \$1 million in sales per year doing what he loves most:

- When Alan was studying to write science fiction, he started a newsletter and support group for science fiction writers. As a result, he was able to work directly with some of the biggest names in science fiction, including Arthur C. Clarke, Ray Bradbury, and Isaac Asimov.
- Alan fell in love with video games, so he launched a newspaper reviewing new video games and received hundreds of free games and complete video game systems—and made money playing with them.
- When Alan discovered computers, he launched a syndicated electronic news column about computers and software. He received thousands of dollars' worth of free software and generated a solid profit.
- When music CDs were first introduced, Alan started an electronic publication that reviewed them and syndicated the column through the online network of computer bulletin board systems he'd built. He received literally thousands of free music CDs and made money from subscription fees.
- When the World Wide Web exploded, Alan's publishing experience enabled him to quickly jump to the Web, where he has since generated millions of dollars doing what he loves doing most—publishing and marketing on the Web.

FOREWORD

- On the Web, Alan currently publishes three weekly electronic newsletters with a combined readership of more than 45,000. He also conducts a minimum of one teleseminar per week. More than 6,500 people registered for his most recent teleseminar. He also publishes a printed monthly newsletter that is mailed to more than 300 subscribers who pay \$97 per month to receive it.

It should come as no surprise to you that his book is packed with information, stories, inspiration, and more. Alan has been around the block when it comes to having fun while making money. Now he's opened his brain and let you peek inside to his inner workings.

I think this book is a masterpiece of how-to information for the newbie as well as the seasoned pro. Heck, I learned a lot reading it, too. But more than anything else, you'll read this and discover how to make the work you do for a living FUN!

Read and grow rich.

—Dr. Joe Vitale
www.mrfire.com



PROLOGUE: “WHY DON’T THEY STOP?”

The true object of all human life is play. Earth is a task garden; heaven is a playground.

—G. K. Chesterton

If you could find a way to make more money doing what you love doing most, to add to what you make at your present job or, possibly, to even eventually *replace* that income altogether—wouldn’t that be a far better way to live? Wouldn’t that make you feel differently about the very nature of the work that you do? Isn’t it possible that this would create a situation where you would find that you enjoy every moment that you’re working so much that you’d have a hard time stopping?

Just ask Paul McCartney.

I’ve been a Beatles fan all my life. I finally got my first chance to see Paul McCartney perform live, with his band, Wings, in Kansas City. It was several years ago, during Paul’s first solo tour after he decided to perform songs he originally performed with the Beatles. It was a *killer* show!

I couldn’t help looking around Arrowhead Stadium, noticing it was filled to the brim with thousands of people. There wasn’t a single empty seat anywhere. This started me thinking about all the money this one show was generating for my favorite Beatle. Then I added up the number of similar performances he’s given since the breakup of one of my favorite rock bands of all time.

PROLOGUE

Most of us could live comfortably the rest of our lives on the revenues generated during this one Kansas City show. Paul's tour that year included 13 *other shows*! And he's been actively writing, recording, and touring, virtually nonstop, since the Beatles broke up.

Wow!

Then I wondered—why was Paul on the road at all? I was glad that he was. If he never toured again after the Beatles, I'd never have had that chance to see him perform live. But, in spite of the fact that he flew to each show in a private jet, from an island base in the Bahamas . . . in spite of the fact that road crews set everything up before he stepped out to play . . . the road is never easy—and Paul isn't a kid any more.

But, here was Paul, hitting the stage in Kansas City and other places around the world, working long hours, flying back and forth, from city to city.

It's not that Paul needs the money. He's been ranked as England's wealthiest musician, with a net worth of roughly \$750 million.

While I watched Paul play, I saw the *real* reason why he was still onstage, touring and playing live, long after he could have simply retired and spent his days relaxing, traveling, and enjoying a retirement you and I can only dream about having. It was written all over his face.

Paul was having a *blast* belting out those songs, playing to the crowd and feeling their joy. I'm reasonably certain, from what I saw, that fun is squarely behind the song writing, recording, and performing Paul still does to this day.

You might think it unfair of me to bring up Paul McCartney as an illustration of the FUN Money lifestyle I'm going to show you how to achieve in this book. But, believe it or not, you can live a rock-star lifestyle whether you play an instrument, with or without writing talent, with or without any talent of any kind—when you follow the simple formula I'll deliver to you shortly.

A MILLION TO ONE

Remember—for every Paul McCartney who makes it and actually lands even one hit record, there are *thousands* of performers who still go onstage night after night, touring in buses, hauling their own equipment and setting it up themselves, usually for little or no money, often working day jobs just to pay the bills and eat. And they persist precisely

because it's so much *fun* . . . and there is always the chance, however slight, that one day they *might* be able to do it for a living.

That's one of the *tests* you can apply to determine whether you've discovered a good source of FUN Money for you. If you love doing something so much you now *pay* to do it, and you work another job just to support yourself so you can *keep* doing it every chance you get (which is probably all too rare)—that thing could be a perfect source of FUN Money for you!

Almost anything you truly love doing can be turned into money using my simple formula. The trick is the way you approach turning what you do into money. The arts, for example, are notorious FUN Money sources. Writing, painting, photography, acting, and music certainly qualify because they are all things we imagine would be fun to do for a living.

Unfortunately, most artists aren't marketers. They don't necessarily know how to *sell* what they create, so they keep working part-time, or they pursue their art part-time and work full-time, just to eat and keep producing, hoping for the day they're discovered and get their big break.

Sadly, this rarely leads to success.

Apply my three simple FUN Money formula steps, however, and you can turn your artistic endeavors into an endless source of joy by making them pay for your fun—with a profit—*while* you play.

Even better, the arts aren't your only choice. This is a good thing, since most of us aren't especially artistic, and we don't particularly think painting or writing or playing a musical instrument is the most fun thing we can do with the neighbors watching.

I don't think anyone would consider Donald Trump a player in the arts. Yet, he's the perfect example of someone who could have thrown in the towel *years* ago, to live on a deserted island (or anywhere else he wants to live) and spend the rest of his days on earth like royalty.

Instead, "The Donald" continues working bigger and bigger deals, amassing more millions and billions of dollars in the process. Even when he got into financial trouble and faced complete collapse and bankruptcy in the early 1990s, he kept pushing forward and eventually, after nearly a decade, returned to the rosy financial situation he now enjoys, with a net worth of somewhere close to \$3 *billion*.

And, still he keeps working like a madman, hours on end, day in and day out.

He explained his motivation: Donald Trump lives for the next *big* deal. He loves every minute of putting huge deals together and seeing them through to completion. Real estate development is just one of the main vehicles for the deals he likes to put together.

The point, once again, is that he's still doing it, and he continues long after he needs the money, because he *loves* what he's doing.

WHAT WOULD YOU DO?

If we had the kind of money Trump or McCartney has, most of us would simply retire. Under the “old” philosophy about work, anyone who keeps doing what they did to make those millions or billions is a workaholic. Right? Not necessarily!

Bill Gates is another example. He never has to work ever again and hasn't had to for more than a decade. Yet, he's still at Microsoft, still involved in the development of new software and hardware products, still working in the company he founded. Gates could easily quit tomorrow. But, he loves technology, computers, and business-building too much to stop.

I probably don't have to provide much explanation for why Hugh Hefner keeps doing what he does. Or why he loves doing it.

Compare these examples to your life and what you do to earn a living. If you were handed one million dollars in cash—what would you do?

I'll bet you would at least think about quitting your job! You're not alone.

According to the first-ever survey of National Lottery winners (conducted recently by Camelot Group PLC, operator of the U.K. National Lottery), 56 percent of winners of more than £ 1 million have given up working.

You can't really blame them, can you? Most jobs suck. Most people who play the lottery do so dreaming that, one day, they'll hit it big. And, if that unlikely day arrives, then—finally!—they can quit work to start *enjoying* life.

Ask yourself—have you ever heard of many big lottery winners who say they're looking forward to continuing with their jobs? Generally speaking, it's tough for most people to imagine a job that's so much fun they'd keep doing it, even if they didn't need the money any more.

Doing work that is so much fun you'd rather work than play is simply not what we imagine our lives to hold for us—so we find a good-paying job, buckle down to work, put in our time, and pray for some relief in the form of an occasional vacation—and retirement, if we're not lucky enough to win the lottery but wind up being lucky enough to actually have a retirement waiting for us at the end of our careers.

We've all heard many of those horror stories about lottery winners, who wind up losing everything to greed and waste, then head back to the workforce, struggling day to day to make a living again, within just a few years of winning.

Their work didn't create the wealth they had just fall into their laps, and they don't love their work enough to understand that money is not about happiness, anyway. It's about *freedom* and *choice*.

WE CAN ALL BE ROCK STARS

The truth is you don't have to be a rock star to live like one. You don't have to win the lottery to start enjoying more of what you enjoy doing most right now. You don't have to be Bill Gates or Donald Trump or Hugh Hefner, either. All you have to do is change your attitude about the nature of work—then change what you already enjoy doing for fun into an activity that also earns you money.

From there, life gets *really* good!

However, it's not just a matter of doing what you love. The money won't somehow magically materialize just because you're doing something you love. If this were how things really worked, there'd be no such thing as a starving artist. Last time I looked, I don't think we had a shortage of out-of-work musicians and writers in the world today.

Instead, you have to follow a system. You must apply certain simple principles and start a business that involves what it is you love doing most. There is some work involved. But, it's all very easy work. When you're working on a business involving what you love doing most, the work is actually *fun*.

Follow my simple system, and you'll enjoy every minute of the process.



INTRODUCTION: THE TRUE NATURE OF WORK

People rarely succeed unless they have fun in what they are doing.

—Dale Carnegie

More than 12 years ago, I was in my basement office working on a deadline, when the phone rang. It was my brother.

I love my brother dearly and look up to him in ways he might never realize. That's why, no matter how busy I am or how tight the deadline might be, I always try to pick up the phone when he calls.

"Hey, bro. What are you doing?" he would always ask.

"I'm working on a deadline—what are you up to?" I would always reply.

"*Another* deadline?" he would then, without fail, reply. "Man! You're *always* on one deadline or another. Don't you *ever* take a break?"

He was dead-on with that zinger. It made me cringe every time I heard it because I knew where he was going with this line of questioning. I *am* always on one deadline or another, most of the time. It seems that's my life story. But, I almost *never* get anything done that doesn't come attached to a deadline. I suppose that's why I've always published newsletters, magazines, and newspapers. They all come with deadlines that *force* me to get the work done.

INTRODUCTION

It's not that I wouldn't rather go out and enjoy some time with my brother. He's one of my favorite people in the world. But, soon, I'd find myself spending all my time out doing something else if there were no deadlines attached to what I do.

At the time my brother called, I was still living in Topeka, Kansas, where I was born and raised. My wife at the time was a nurse who could earn *real* money in the outside world while I was basically a totally unemployable hopeful writer and publisher.

Finances at the time dictated that it was best that I stay home with our two children and raise them while mom worked. This allowed me to work on my writing and publishing projects on the side, in what spare time was afforded me after the children laid down for naps, went off to school, or went to bed for the night.

It was a perfect arrangement for a budding author/entrepreneur. I helped save our family hundreds of dollars per month in childcare expenses while my wife brought in a professional's salary to cover our bills.

But this schedule didn't leave much free time for hanging out with my brother, and I don't think he ever fully understood. I hope he reads this and finally understands.

"So," my ever-hopeful brother would say. "I was thinking about getting out of the house for a while. Could you get away for an hour? Maybe we could go grab a beer or catch a movie."

As always, I would sigh and say, "I'm sorry, man. I *have* to finish this newsletter before tomorrow morning and I just got the kids to bed. I don't see how I can take any time away right now. Maybe later?"

"Alan," he would say, "you're *always* working. All you do is work. Whenever I call, you don't ever have time to get away because you're always on a deadline, always working. You're a damned *workaholic!*"

This dour proclamation always made me feel like I'd just had a Phillips screwdriver pushed into my chest—slowly. Primarily because what he said was true—at least on the surface. I've always worked 10- to 12-hour days, six and sometimes seven days a week. I still work a schedule that comes pretty close to that today.

ROUND-THE-CLOCK NON-WORKAHOLIC

Still—I absolutely do *not* consider myself a workaholic.

If you find this statement confusing, given my schedule, don't feel bad. You're far from alone. The vast majority of people have the wrong idea about work. Odds are, you do, too.

Like my brother, most people were raised to believe you have to work *hard* to make a living. Most of us translate this to mean that the work we do has to be hard. Or boring. Or both. As a consequence, we've also come to believe that work isn't supposed to be fun. It's something everyone has to do to live. If you're extremely lucky, most people also believe, there might be some free time left at the end of the day, or on a weekend, or once a year—maybe during vacation—when we can do what we really *enjoy* doing—if there's also enough money left over after paying bills to do it.

Short of that—there's always retirement, isn't there? *If* there's enough money left over at the end of our working lives to actually retire one day; if we live long enough to get there.

The well-meaning people who taught us this had no idea that it was no longer true. Until just barely 12 years ago, it *was* true. Back when my brother would call, it was hard for anyone to imagine someone working round-the-clock and enjoying every minute of it the way I do.

But—I *do* enjoy every minute of the work I do. I enjoy it so much that it *feels* like I'm playing. My work is writing and publishing. I personally couldn't imagine anything else that I could do to have more fun.

I love watching movies and the occasional beer, too. I love my family and friends and spend time with them whenever I can. But, I'm truly happiest when I'm writing and publishing.

WORK: A DIFFERENT VIEW

Chances are, you feel the way my brother does. It might be difficult for you to understand, but my job isn't something I just do for the money. I've held regular jobs—years ago. When I did, I'd watch the clock like a hawk, counting the hours and minutes until I could clock out and race home, so I could do what I *really* enjoyed doing most—writing and publishing.

I don't work all the hours I do because I love to work. I work all those hours because I love the work I do so much it doesn't *feel* like work.

INTRODUCTION

A workaholic, by my own definition, is someone who works round-the-clock at something he doesn't enjoy doing, *only* for the money. Or—it describes people for whom money is the be-all and end-all of existence. These people work round-the-clock, *killing* themselves to get their hands on as much cash as they can, as if, somehow, someone else will manage to grab it all if they don't get it first.

That most certainly doesn't describe me or what I do for a living.

What would you call someone who plays tennis professionally? They love the game. They work hard at it constantly, for hours on end every day. They're on the road all the time, playing in tournaments or recording endorsement commercials, often working seven days a week, 10 or 12 hours a day.

If they truly love the game, if they would play it anyway—regardless of the money—they can't possibly be considered workaholics. The only descriptive word I could use that fits is FUN-aholic.

The difference? Loving what you do so much that you can't wait to get started and you hate to stop.

We all love doing lots of things that fit that definition. For most of us, however, that would *not* describe what we do for a living. I'm going to show you, in this book, exact steps you can take to turn whatever it is you love doing most into a profit-generating small business, fully capable of paying you a fat second salary that can, with the proper application of the steps I will show you, eventually earn you more money than you make now at a regular, less fun, full-time job.

Even better, you'll be able to turn those things you enjoy doing most into a tax write-off through your new business. This can easily make your fun—the things you most enjoy doing—*free*.

I hear the skeptic in you rearing its ugly head and starting to howl in disbelief. I'm not offended. It's just all those years of being taught differently, struggling to remain true to the erroneous vision of life that you were led to believe.

Don't worry. It's true. You don't need to write *anything* to make my system work for you. If you *do* write, you'll love the process I'm going to take you through—and you'll finally start making money with your writing like you've never seen before—without *ever* receiving another rejection slip again.

A BEST-SELLING AUTHOR'S LIFE—WITHOUT WRITING A WORD

Of course, writing *is* involved in my process—it's just not required that you do any of it to churn out loads of high-quality, interesting, and compelling information people will want to buy from you.

I've been blessed. I love to read and write. I've spent most of my life writing and publishing, applying both to my most passionate interests. The result has always been either free fun—or free fun plus FUN Money. Every time.

But, today, thanks to my system, you don't need to enjoy or excel at either to have a blast doing what I've always done.

When I was sixteen, for example, I loved being the rebel. The turbulent late 1960s and early 1970s had a strong hold on me, and I was determined to spit in the face of “the man” any way I could. So—I launched a small underground newspaper for my school. In it, I pointed out the stupidity of the administration and encouraged other students to stop letting themselves be pushed around.

It's odd, really. For some reason, I got to see the inside of the principal's office *lot* during that period of my life. But, I learned early on that the right to a free press is one of our most powerful, most protected rights as citizens of the United States. The administration screamed at me and threatened me. But they couldn't legally force me to stop.

To an overly rebellious hormone-driven seventeen-year-old hippie wannabe from Kansas, the notoriety was *heaven*.

I never really made any money publishing that paper, but it was the most fun I ever had in school, and I caught the attention of a *lot* of girls—which was even better than money to me, at the time.

Later, I figured out I could apply writing and publishing to anything I loved doing and, eventually, turn it into money. At the very least, I found ways to turn my writing and publishing into all kinds of free stuff I couldn't otherwise afford to buy for myself.

Free Video Games—And More

When Atari released the 2600—one of the first cartridge-based video game consoles, all I could say was—“Wow!” For the first time that I knew of, you could buy new games and take on challenges that were considerably more engaging than simply batting a square back and