

THE WRITING LIFE

by Bobbi Linkemer

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Life in the Fast Lane

What could be a better a marketing tactic than to "star" in a video about how to write a nonfiction book? The video, which had 46 short vignettes on every aspect of writing, publishing, and promotion, was posted on the **expertvillage.com** Website, where I was in the excellent company of 1,700 other "experts."

The only problem was I couldn't play the video on my very expensive, state-of-the-art Macintosh with OS X and the Intel chip.

I had to wait agonizing minutes for each piece to download, play, stop, download some more, play for a moment or two, download some more, and so on. I never did watch the whole thing. I didn't have time.

"You should never have bought a Mac," the greek chorus intoned for the umpteenth time. I refused to believe it and started investigating. After many hours and phone calls

to my Mac guru, Apple technical support, Expert Village, my Website host, and my Internet provider, I solved the case. The reason was *not* my computer; it was my DSL speed — too slow to download and play videos.

They were kidding, right? (I pay a hefty sum each month for that DSL connection). Not only were they not kidding, they proposed a ridiculous solution. They could disconnect my Internet and try to hook me up to a closer terminal. Unfortunately, I would be down for up to ten days, and they couldn't guarantee that my speed would actually improve.

For every problem there is a solution, if one can figure out what it is. My daughter did, in a matter of seconds. "Switch to cable," she suggested. "I play videos all the time."

What a concept. When your provider, vender, or supplier can't meet your needs, find someone who can. Isn't that what clients do? Of course. ■