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## The girl who never made mistakes book

Well, that's a bumper. This week, thousands of travellers who bought super cheap \$220 return flights on British Airways from London to Tel Aviv and Dubai had once again put their bags in the attic when the airline rated the tickets as a mistake and decided not to honour the fare. Many passengers are understandably upset, despite the airline's offer of a full refund and \$130 travel voucher, reports The Telegraph. No wonder: the same flight usually costs \$600 round trip, on average. Error fare tickets are sometimes honoured, so the airline doesn't go through the PR armour that British Airways is itself ingesting right now. But it can, and does, happen. Having your flight cancelled is part of the bet, Scott Keyes of Scott's cheap flights says. But you won't be worse off booking. Obviously, when your ticket is not honored it is a disappointment, so I try not to get excited until I have an entry number, but in the worst case I go back and try not to feel with it. If the airline is going to sell this ticket at that price, you might as well try to get on the flight at that price. But what rights do travelers like these who have booked an error rate have? In fact, what is even an error rate? Here's how to find these rates - and make sure they don't stay lurking after booking. Error Rates, Decoded For the most part, error rates are reduced to human or technical error of itty bite - like., that the \$154 flight actually costs \$1,540. Need real-life examples? There's this \$388 round-trip flight from the West Coast to Hong Kong that we covered this May: flights are usually at least \$700. Or, a \$470 round-trip flight from N.Y.C to Singapore since last year. Ultra-low fares, which are sometimes 90 per cent of the original flight price, come and go in an eye-opening and close-up (or more like an hour), as the airline pulls the deal out of place and online travel agencies such as Expedia and Kayak as soon as they notice the error. What to know before bookingThe U.S. Department of Transportation used to make all airlines pay error rates, but that all changed in 2015, when a first-class ticket on a United Airlines flight to Denmark cost just \$51 if you flagged that you were in Denmark at your check-in address. The error was derived from a currency conversion error. Although DOT's policy is to prevent airlines from increasing flight prices after travelers had booked a ticket, the transportation agency ruled in this case not to enforce it, as passengers who booked the flight had done so in bad faith, lying about their address to a lower rate. Because of this, since May 2015, airlines have been able to cancel reserved tickets with error fares at will, as long as they can prove to the DOT that the ultra-low fare really was a mistake, usually comparing prices between a standard fare and the error fare. Some some have a written explanation in your transportation contract, too, so be sure to read the airline's fine print. For example, the American Airlines contract says: If we sell a fare in error, we have the right to cancel the ticket. This includes fare errors, computer errors and third-party errors (human or computer). We do our best to prevent, detect and correct errors as soon as possible. When we issue the wrong fare, we will cancel the ticket, we will refund you in full and notify you within: 72 hours after we find out the wrong rate [or] at least 24 hours before departure if you purchased the ticket less than 72 hours before departure. Other airlines have similar policies or are based on the DOT's adjusted error rate policy when the airline decides not to honor these specific fares. Where to find 'EmTo find these deals, you usually have to look very hard - and know a lot about the confusing world of airline prices - or subscribe to a flight agreement newsletter like Scott's cheap flights, Airfarewatchdog, or The Flight Deal to find these deals. Passengers also come close to daily flight deals, which you can receive by signing up for our newsletter or finding them on our Intel homepage. The other option is to set up flight alerts on Google Flights or Hopper for a variety of routes you want to fly. Books can make, break or elevate a brand. For an entrepreneur, a book is the ultimate business card and a creative way to broaden your voice. Above all, publishing a book is a powerful way to share your story and experience in a way that can change someone's life. I can't imagine my entrepreneurial journey without the writings of Zig Ziglar, Seth Godin and countless wise voices. As someone involved in the book industry for 20 years, I've seen a lot of successes and failures. And the ever-changing publishing landscape has created unprecedented opportunities for entrepreneurs to stand out. Since I know you want to publish a book -- every entrepreneur does -- here are seven common mistakes and how to avoid them.1. Do it for the money. Yes, a success book should be positive cash flow. But there are other ways to measure ROI. Some customers measure the effectiveness of their book by the doors they open or the customers who land. It is very possible to sell 10 books, and earn \$100k in new business as a result. It's not a bad return, is it? In addition, if money is the main motivation, the quality of the book will suffer. When writing your book, keep your reader in mind, and retain nothing to help them. Related: The Entrepreneur's Guide to Writing a Book2. Fall in love with the title. It doesn't matter how much you like the working title of your book, if there are 12 other identical titles on Amazon -- or one by Malcolm Gladwell -- it's time for another brainstorming session. Do the painful brainstorming work of a title and subtitles at the beginning of the process. Process. will help you center writing around a theme or word image. That said, be open to changing the title and subtitle as the book evolves.3. Design the cover. His book is a product, not just a piece of art. Unless your business creates bestselling book covers, hire a professional, and use focus group tests. The design of the deck is an art form itself, so don't be a control monster. If each focus group prefers a design that's not your favorite, consider a new favorite or keep trying. In a nut just a few minutes, don't settle down until your cover is amazing.4. Do not plan the book as a business. The most useful books, in my opinion, are equal parts visceral expression and strategic planning. 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As well as showing interviews of his achievements, to build credibility, he should not be taken too seriously. Admit a big mistake or weakness that the reader can relate to. In other words, be human.6. You don't support me. It's much easier than you think connecting with the influencers you admire and receive valuable blurb support for your book. For first-time authors, endorsements are key to building credibility. An endorsement is a win-win proposition if your book is solid. Guarantors get their name and credentials to a new audience, and your brand rises in the process. Think about it. When making a new book, don't you look at endorsements and prologues when making a purchase decision? So why not have persuasive supports in your book? The most strategic endorsements are from well-known authors or with well-known brands in their title. For example, people may not know Jill-Bob Smith, but they will recognize the brand they represent.7. Do not try the content. 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And remember, if the stories involve colleagues, get written permission to use their names, and/or modify the details and names to protect the innocent.9. Don't help yourself. If you've never posted anything, you'd be surprised by the team's effort. I just read the thanks on the back of any great book. The development of a remarkable book is a considerable effort. But the process can also be much easier than you might think. Many wise leaders and communicators are not considered good writers, and this could be true. But this is where ghost editors and writers come in. In fact, many of the books you enjoyed were made from transcriptions of interviews and written or co-written by ghosts. (My clients find this a painless way to produce a high-quality book, especially here in the Mountains of Colorado.) Related: How to publish will change your business10. Don't start. His book could only throw his career into places he never imagined. But if you don't start, you'll never finish. And you'll never know how many people might have helped your book. Helped.

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