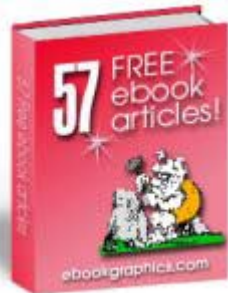**ebookgraphics.com**

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Should I e-Publish?

Dr. Neil G. Tarvin
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Absolutely!

It's fun, challenging, and nothing beats the feeling of satisfaction and accomplishment when you click on that little icon and your ebook comes up on the screen. Writing a book is a monumental effort, and you deserve a lot of credit for that. Just getting to this point puts you head and shoulders above most of the would-be writers out there, and you're halfway through the publishing process.

Publishing a book is no more than a dream for most people. How many writers have good manuscripts tucked away at the bottom of a drawer because they can't (or won't) market them? How many others have dutifully sent off their manuscripts to 10 or 20 or 50 publishers with nothing more to show for it than a stack of rejection slips? There are many, many manuscripts out there that deserve to be published, that have a market waiting for what they have written, and yet, because of the way traditional publishing works, these books will never make it to print.

But, the Internet has given us a unique alternative to traditional publishing - the ebook and electronic publishing!

It doesn't matter if you're 6 or 60.

It doesn't matter if you work at a full-time job, part-time job or not at all.

It doesn't matter if you stay home and take care of the kids and the house, or if you're retired.

You can write and publish an ebook!

Some books are better candidates for e-publishing than others are, but it really depends on the end result you want to achieve.

If you just want an ebook of your poetry to give to friends and relatives, you will approach the process a little differently than those who want to make some money out of their writing.

The ebooks will look the same, but the level of involvement in the process will vary.

Let's take a look at the various forms of writing and how the Internet impacts them.

Non-fiction (either adult or for children) is far and away the best candidate for moneymaking e-publishing. (For those who don't know what non-fiction is, non-fiction is anything that is REAL - not made-up. For example, cars, boats, cookbooks, math, history, penguins, dogs, houses,

decorating, building, hobbies, sports - the list is endless.)

There are several reasons why non-fiction sells best:

* We live in an information-age and people are hungry for information that will help them live better, fuller lives.

* There are many diverse groups of people out there with very varied interests. The big publishers in the real world have, for the most part, ignored these people's needs in favor of mass-market books.

* These diverse groups can make your marketing much easier since each group is a target market and is hungry for the information you can give them. The tighter the market, the easier to target, and, the easier to sell. If you write an ebook on training Golden Retrievers to be Assistance Dogs, you have a specific target market that's reachable through the Web.

* Your risk factor is virtually zero. Tight targeting reduces risk factors.

There is a never-ending list of possible topics to write about. Even within a tightly targeted market there are vast numbers of topics. Using our Golden Retriever example, what other topics are possibilities within this target market?

------Sidebar---
You could spin off an ebook on "Behavioral Problems of Assistance Dogs", or you could write a series of e-reports on specific behaviors such as "Teaching Assistance Dogs to Turn on Lights"
----

* The market can be tested easily. The Internet allows testing very easily and inexpensively (or for free). We have to take advantage of that.

Genre fiction, such as horror, science fiction, mysteries, romance, etc. are also well defined reachable markets. Most people have a favorite genre. Personally, I'm a horror fan - I'll read any horror book that comes down the pike. My wife, on the other hand, loves mysteries. We both frequent sites that specialize in these types of ebooks. Are we good targets? You bet!

------Sidebar---
These are niche markets - people who enjoy bonsai, jet skiing, golden retrievers (and about a million more subjects!) Target a good niche and you're practically guaranteed sales!

General fiction presents a little more risk, because the quality of the writing itself can make or break a book, but, nonetheless, it has the potential of making some money for the author. For general fiction, I'd suggest getting your ebook reviewed and placed on sites such as Booklocker.

-----Sidebar--

An ISBN number will also get your ebook on Borders bookstore website and Amazon.com - some electronic publishers will supply an ISBN number, or you can get one yourself
----

Last, but certainly not least, in the area of fiction is erotica. Women call it "erotica"; men call it "porn." You may not like it, and may never want to write it, but people are making money writing it. That makes it a viable target market!

------Sidebar---
The Internet's best sellers? Anything having to do with sex!

In the real world, poetry is absolutely the toughest to sell. People don't buy poetry, they write it themselves. Still, there are lots of poetry sites on the Web. Again, the Web gives you a market, or, at the very least, an audience.

Children's storybooks in the real world are a very tough market - especially for self-publishers. There are already a tremendous number of children's books on the market, so you are immediately fighting an uphill battle.

Also, because of the color and size requirements for children's books, they can be very costly to produce. But all that changes on the Web - color is a snap, distribution is simplified, multimedia makes children's ebooks even more appealing, and the kids of the world are even hungrier for information than the adults!

While we're on the subject of kids, let me throw something else in here. The child's age is not a factor. Kids are getting computer-literate at younger and younger ages all the time, and in many instances are more sophisticated than their parents at using a computer. Kids are a prime market for good ebooks! You could create a series of story ebooks, or send the kids on a multimedia treasure hunt all over the world!

Have you noticed a common thread here? You should have.

The common thread is that on the Web there are no limits!

Exciting, isn't it? Have you always wanted your fiction book to be illustrated? Do it! Write what you want - the way you want - someone is going to want to read it!

So, are you ready now? I'll be looking for your ebook on the Web!

Neil G. Tarvin, DC is the Webmaster of http://www.ebookgraphics.com - a resource site for ebook writers and publishers. The article above is an excerpt from his latest ebook **"How to design and create a great ebook even if you don't know a font from a folio and haven't a clue as to how to begin, anyway..."**

Should I e-Publish?

More Ways To Really Benefit From Your Free Ebooks!

Kunle Olomofe
editor@adtwist.com

ADTWIST
http://www.adtwist.com

Lets assume you have an ebook already made, and for whatever reason you don't want to sell it. That's fine.

But besides giving it away at your site, here's another great way to get your book out online and downloaded by hundreds of people who will possibly later become your customers!

What you can do is contact as many already successful infomerchants or anyone else in your field willing to do business with you, and offer to add your new ebook to their Fee Based Package.

What does this do for you?

Easy! Instead of "blasting" your new ebook (that probably took you several weeks to complete) all over the Internet just hoping that people will download it & knowing that these days FREE means Cheap or In most cases NOT so valuable Information, you'll gain 3 things Instantly...

1. You'll have New HOT business contacts all over the world almost instantly from this group of successful or interested infomerchants! If what you created is good, they'll like you and likely want to do more business with you again in the future. That's great for you!

2. The value of your FREE ebook instantly gets a boost of more than 1500% in the eyes of your Target market.

How? Well consider this...

"You're screaming all over the net that a new free ebook is out!" How does that vary from millions of other NEW or OLD FREE ebooks already out there?

The market is gradually getting weak as a result of too much

useless FREE information.

So even if your NEW, FREE ebook is good, 1,000's of Internet
Marketers that get swarmed with Loads of FREE information daily,
would still first look at it and say "If it's FREE, what could
it possibly be worth anyway?"

You want to do something different to make yourself and your
free information stand out.

You want to add certain twists to your finished work to give
yourself and your business the required edge and BOOST over all
others screaming "FREE CHEAP INFORMATION! DOWNLOAD YOUR COPY
HERE!"

3. You'll be able to target like a lazer, the REAL customers and
prospects that will spend money on products online and not just
the FREE Money or Freebie seekers

Important Point: Believe this, there are 1,000's of Internet
Marketers online that will never, in a million years, buy
anything from you or anybody else.

The reasons are obvious:

A. They think they know it all already, so they don't need to
pay for more information from anybody else online.

B. They think they're too clever to be talked into doing
business with anyone online.

C. They believe the Internet and the Information on it should
always be FREE.

D. They're a bunch of broke, or almost broke nonenties that
would rather download the Alladvantage.com taskbar and join
100's of FREE affiliate programs to make money just surfing the
internet or get paid for reading email all day. (I always
chuckle at the new advertising gimmicks that keep popping up
almost daily online..;-)

Now These people I mentioned above are NOT Internet
Entrepreneurs.

They're called Freebie Seekers.

And you don't want these kinds of time wasters on your lists, trust me.

So if you write a good ebook that really delivers TRUE value for the serious, interested Internet entrepreneur's time, then he (or she) will read it and likely FALL IN LOVE with you, right there and then.

And hopefully you'll have given them an easy way to contact you or subscribe to your free ezine from within your FREE ebook. These are people with MONEY, and they're now on your mailing list for FREE!

Now listen up, 'cos this now gets even more interesting...

You now have your target market on your mailing list.

They're hungry for more information.

They have the money to pay for it and the will to buy what you offer right now if it's what they want and you can convince them they should buy it from you.

What do you think you need to do now?

Yep. That's right. Now You need to...

1. Build or Find another very valuable product with information they want now and will pay now to get it.

2. Give it a great title to attract them to it and get their mouths already watering for more information.

3. Slap the RIGHT price tag on it (something that they can afford and that pulls in profit for you - you don't have to be greedy when you price your stuff)

4. Write your sales letter explaining the benefits of your product to them and why they must get it FROM YOU.

NOTE:Explain everything you can to them in the BENEFIT Mindset and Not The Features Mindset now. Many people don't care a bit how many pages of information you sell to them so long as the information is POWERFUL and it changes their lives. (And so long as you didn't over price them to get it from you).

5. Prepare to Instantly accept orders right online (This will increase sales of your products by more than 200 % - It's the power of Instant Gratification!)

6. Now simply mention this new product to them, some of its benefits and a link to your salesletter for the full gist.

7. Tell them how they can order and get it instantly downloaded to their computers. (or for those who prefer to read a hard copy off their computers, promise to deliver what they paid for FAST - If you strive to deliver your products within 24hrs - 48hrs after an order is made, you'll really go places online).

If you're persistent, at least now you have the right to contact them, and you've been very helpful in the past. (They like you and trust you. They have money and want to buy.)

If you can show them WHY they should buy from you NOW, what do you think comes next?

That's right. Orders - Probably lots of them too, if...

1. Your product is good.

2. Your product title is good.

3. Your sales piece (sales letter) is good.

4. Your price is good.

5. They can immediatley order and get it now, not next week.

That's it. If you work at this, you'll make money online. I guarantee it. And you don't have to be experienced or even be a GURU, you ONLY have to TRY.

I wish you good luck!

#####

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Creating Your Own E-book For Distribution
By Libby Sinclair

Creating your own e-book is an excellent way to generate traffic to your site for free. Information products are the hottest items on the internet right now. They are packed with great resources and your visitor has immediate access to the information. Your e-book will contain links back to your website so every time someone downloads your e-book, you are creating instant traffic for your product or service. Of course, you have to write an e-book that people want. Here are some tips to get you started;

1. Choose a subject to write about. Select something you enjoy or want to know more about. You also want to write about something your visitors are going to be interested in as well. Once you have decided on a subject that interests you, head over to GoTo's Search Term Suggestion page at
http://inventory.go2.com/inventory/Search_Suggestion.jhtml
Type in your subject and you can see how many people searched for your term. Try different keywords until you find one that will bring you results.

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How To Get The Most From Your Free eBook Marketing Campaign!
by Larry Dotson

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"Overcoming the fear of article writing"
By Sheila Cave

As an award winning poet and short story writer
of over 10 years, I had never been so frightened of
writing as I felt when I started my first online business
newsletter. I had never written articles before, much
less even knew just where to begin. Writing poetry
and stories is one thing, but real life business articles
is yet quite another.

Why do we always fear trudging down new paths
so greatly that it inhibits us from moving forward towards
that goal of success? Simply put, it's the fear of the unknown.

As a writer, your worst enemy is yourself, followed
closely by the remarks made by those that read your writing.
Understanding that in this world you cannot please everyone,
you have just made that first step towards gaining a more positive
you. There will always be those that will disagree, disapprove,
and disappoint you for the hard work you do, but there is also
much to gain for taking that first step to success.

So, with this in mind, how do you begin to write articles,
and trudge this road you've never traveled before?

1. Subscribe to several ezines and newsletters and see what is
being published online. What makes an article your reading so good?
What types of subjects do others write about? Take the time to
do your homework, and take notes on what you read within these
articles. What types of words are used, and what type of format
does the writer use? Have links been added for reference?

2. Read, read, read, and read others articles online. Not only will
doing this homework benefit you to understanding what types
of articles are being published, but you can also gain ideas from what
other people write about. This is a terrific method for those
experienced writer's suffering from the dreaded "writer's block."

3. Start drawing your rough draft for your article. The subject is
the best place to start. The subject can be anything you want it
to be. Your home business, marketing, good advertising options,
some promotional tool that is working for you, or simply just
an easy interpretation of how you began with something online.
There is no limit to what subject heading you can work with.

(If you need help, just remember that reading other's articles
can be beneficial even if you take one line from their article and
creatively develop it into an entirely different subject that the
other writer hadn't even thought of)

4. Once your subject heading is decided upon, begin next with the
body of your article. Your main points and references as need
should come next. Read your article as your write it, and see if the
words are flowing the way you had intended for them to do so.
Do you understand what you are reading in your article? Do you
feel the message you are trying to convey is getting understood?

5. If so, then work towards your conclusion of your article.
The conclusion should include some type of small recaps
of your article, or some reasons for writing your article.
A good question to ask yourself while writing the conclusion
is;"What benefits can be gained for the reader who is reading
this article?"

**If your an online business owner, whether it's nothing more than
a small home business or a major corporation, there is much to
be gained from overcoming that fear of article writing.

Benefits include but are not limited to the following:
a. Developing yourself and your online success
b. Developing a "trusted online reputation"
c. Developing rapport with your ezine/newsletter subscribers
d. Gaining more subscribers and/or more attention to your online business
e. Building some solid rapport with major online ezine owners that will publish your articles.
f. Gaining some very wonderful online business associates, friends and
contacts to exchange Ad swaps, articles, and views about business with.

But even more important than these above, is that within the articles
that you take the time to produce, you will be helping others. There is no
greater feeling than helping lead others to success, and in doing so,
you help yourself as well.

In Your Success,
Sheila Cave

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"Providing Business Solutions, not just words"

****

Time to Think Again About InfoProducts?

Stewart Hutton
stewart@practicalselling.com

InfoProducts, E-Books, electronic publishing, virtual books.

Is it just my imagination, or have we been talking about these things for about 10 years already? And yet I continue to squeeze more and more bookcases and shelves into corners of my home to accommodate more and more chopped up trees and ink. I'm obviously spending way too much money with a certain on-line bookseller.

So what happened?

Well, reality has been a long time catching up with the early hype, but people are now starting to make money out of electronic publishing, and there are some good reasons why I think NOW is the time for YOU to consider how it applies to your business.

In The Past ...
===============
Over the last 8 years, I have published 10 specialist books by various authors (yes - on paper!), and I was keen to produce electronic versions of those books as early as 1995.

But I just couldn't justify it - relatively few people had computers or were using the internet, they hadn't heard of the publishing formats, and anyone I talked to just thought the whole idea of reading a book on a computer was, well - weird.

But Now ...
===========
Several key things are happening *right now*:

:) Computer access is at an all time high - that's ownership + access at school, library, etc.
:) Same for internet access - including via webTV, WAP etc.
The "big guns" are getting behind e-books - see Microsoft Reader technology.
:) Standards such as Adobe Acrobat are widely accepted.
:) New hardware solutions are competing in the marketplace (not just the lab).

:) Major distribution routes are appearing - see FatBrain and
Barnes & Noble.
:) On-line payment systems (including micro-payments) are
maturing.
:) Digital download is accepted as a delivery mechanism.

Who Me?
=======
So, we have the recipe for a powerful business model - take 3
cups of restricted information, stir it into a digital format,
and distribute it over the internet. And of course the basic
recipe can be flavored a thousand (million?) different ways by
different people. Just a few examples:

:) Home workers - put your knowledge, skills and experience to
work for you, with no inventory or production overheads to
worry about.
:) Small business owners - your specialist knowledge and
expertise, how to buy ...
:) Netpreneurs - fast start, low overheads, digital products.
:) Existing "paper" publishers and authors - reduce costs,
extend circulation.
:) Authors with unpublished manuscripts - unlock that
investment of time, be your own publisher.
:) Coaches and trainers - pass on your hints and tips,
how to ...
:) Professional and technical workers - tricks of the trade,
users guide to ...

But how to start? We need a plan.

Action Plan
===========

First: Identify your Subject

It has been said that everyone has a book in them. That may be
true, but getting it published and printed is another matter.
However, digital infoproducts don't have to impress a publisher
or justify a 100,000 copy print run.

There are only two things that matter:
1) Choose a subject that other people will be interested in.
2) Choose a subject that you can write about honestly and with
conviction.

I firmly believe that every single person reading this (yes - that includes you!) has at least one subject like that within them.
What will vary is how much valuable information they can document - 10 pages or 500 pages - and how many people will be interested in it - 100 or 50,000.
But no matter how specialized it may be, the power of the internet can be used to reach that market.

Not only can you surf for ideas, you can also sound out your target market, get feedback on sample sections, and create demand for your infoproduct even while you are writing it.

Off-line, you can use any idea-generation or brainstorming technique to come up with subjects, but just to start you should consider:
:) Employment - current or past
:) Hobbies and Pastimes
:) Sports and Recreation
:) Local Area - tourism, history
:) Family - children, parents, lifestyle

Then: Create your InfoProduct
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
There are a number of free (or nearly free) products available that will help you produce electronic books - usually either compiling a self-contained .exe program or using a modified browser and html-style files to reproduce your material.

The only format currently established as any kind of standard however, is Adobe Acrobat's PDF format. The key advantages of this are cross platform (PC, Mac, UNIX) compatibility, faithful reproduction of your page layout and graphics, good navigation options through links, bookmarks, thumbnails, indexes and searches.

For many people the clincher is that Acrobat can be almost transparent to use - it's "Print to PDF" printer driver lets you use your favourite software to produce your material rather than having to get to grips with a new package.
The downside of Acrobat of course is that it costs a deal more than the average shareware program, so you need to be sure you will re-coup the cost through sales of your infoproducts.

Finally: Sell it Effectively
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

While finding a marketplace to sell a 10-page booklet to 100
people is not feasible in the "real" world, it is the kind of
niche marketing that the internet can be powerfully used for.

A complete sales strategy for any infoproduct is likely to
involve newsgroups and forums, e-zines and newsletters, and
intelligent use of search engines - all designed to channel
targeted, qualified traffic to a website that sells the
infoproduct benefits and closes the sale.

There are many free resources available on the internet to help
you through this process - including an email training course
that will take you step by step through creating and selling
your first publication.
Of course there are also resources worth paying for, and you
will decide how much time and money you can invest according to
your circumstances and ambitions.

Suffice to say in closing that there has never been a better
time to consider infoproducts as part of your on-line business.

--INFO-BOX--
| Stewart Hutton has been selling in the "real" world for 20
| years, and on the internet since 1994. His internet business
| "Practical Selling" is designed to help every business sell
| more - on and off line. http://www.practicalselling.com/
| He also wrote the free e-book "Practical DotCom Business":
| http://www.PracticalDotComBusiness.com

This article provided by the InfoZone Archives at: http://www.MakingProfit.com

Killer Marketing with Ebooks

© 2000 by Dorian Greer

The linguistic trap that an ebook is an "electronic book" is both limiting and incorrect. Let's dispose of that notion right now. An ebook is actually a portable web site! And depending on the creator software used, an ebook can maintain the "functional" characteristics of a web site as well.

Where server side functionality is required, such as the processing of CGI scripts, the user need only go on line. Presto! With this more accurate definition in mind, let's take a closer look at how ebooks can be used as a solution to several marketing problems.

1. As a Viral Marketing Tool

Ebooks can pass from one person to another without degradation and without cost. Each affiliate ebook can be individualized [coded] so the integrity of source business generated can be clearly maintained.

In addition, each ebook can notify the appropriate affiliate every time a subscription or sale is procured through that affiliate's ebook, regardless of the number of copies floating around.

2. As a Teaser for Generating Desire

Many ebooks are offered on a "try the first few chapters" basis. But what if you're not in the ebook-selling business? What if you're offering a paid sex site, or a subscription, or a secret "pay first" site?

The ebook can serve as a teaser, an invitation, a game card, a feedback device, a portal to similar sites, or a complete site where the balance of the site (the remaining content) must be paid-for to be unlocked. This keeps out the under aged, for example, where the content is audience sensitive. The entire work can be password-protected if necessary.

3. As a Brokering Device

Business on the Internet is highly competitive. Partnering and alliance-building can be highly effective for small budget businesses. The problem, however, is leveling the fairness in customer based targeting.

The ebook is uniquely suited to free-lance deal-makers by creating a platform, such as a catalog, where competitors can offer their wares to the same shared customer base. And let's not forget, advertising can be sold in ebooks too, thus bridging the gap for all levels of participation.

There are countless uses for ebooks as a marketing tool. The few above are just a tiny sample to show completely different situations with the ebook as a solution.

Plus, you'll notice that none of the above constitutes sitting down and writing a book! Of course, if your name is Stephen King you can sit down and write a short story and sell over 500,000 copies for $2.50 in less than a week. Another story altogether.

The point is simple. If you're in the business of marketing on the web, the ebook can be your personal, customizable killer marketing machine, without ever having to write one single book.

If gaining exposure is your problem, the ebook offers a tremendous array of solutions. You do not need to be a professional writer to take advantage of the "functional" value of ebooks. And it could certainly be worth your while to take a closer look at this wonderful interactive application that you can design for yourself "or" for your paying clients.

>>> ABOUT THE AUTHOR <<<

Dorian Greer is founder and President of METATROPOLIS, Inc., and has specialized in selling ebooks on the WWW since 1997, and has authored such ebooks as The Web Marketer's Target Market Finder(tm), The Business of Creating and Selling Ebooks for Profit(tm), and others. Copyright 2000 Dorian Greer
http://www.ebooks-ibooks.com/

How to Successfully Sell Your Books on the Web

by Greg Spence

(c) 2000 Greg Spence.

INTRODUCTION

Writing a book by itself, whilst satisfying, will not get you the recognition and income you need as a writer. The choices that face you now that you have written a book are:-

1. Do I got out and find a publisher?
2. Do I self-publish my book in hard-copy?
3. Do I produce an ebook and sell it on the Web?

Let's face it, these days fewer and fewer unknown authors are being taken on by the big publishing houses. They are facing increasing competition from multimedia software companies and particularly the Internet.

Unless the big publishers can find a book that is going to sell by the thousands, they are unwilling to bring the book to life....irrespective of the quality of the manuscript!

If you decide to self-publish you are then faced with the challenges of running a business, writing, printing, marketing and selling your book. Will you be able to find any time to write your next one?

If you decide that selling on the Internet is a good move due to the fact that you can reach a global audience relatively cheaply and you are not involved in printing hard copies, liaising with book distributors, and printing marketing collateral, then this article will help you on the road to becoming an established online author.

THE BIG 3

To succeed at selling your books online you need to address these three areas:-

1. Create a great book
2. Create a Website that sells
3. Attract targeted customers to your website

Once you have these three mastered then you can substantially increase your income, sell thousands of books, and make a name for yourself...all from the comfort of your own home.

Sounds easy doesn't it?

Well let's be honest for a moment and take a step back.

If it was as easy as my earlier words imply then everyone would be making a fortune wouldn't they?

Yes they would. Like everything in life you get out what you put in.

Work hard at creating your book, you will have a great one.

Find the right help to build and promote your website, you will have one that sells very effectively.

Making money on the Internet requires consistent and persistent effort but once you are on the road, it becomes easier to maintain the momentum because it is possible to automate most activities online. Something it is not so easy to do with a bricks and mortar business.

Once you automate you can then spend more time doing what you enjoy....writing.

So how do you do it?

HOW TO SUCCEED AT THE BIG 3

1. Create a great book

You must become completely customer focused if you are to succeed on the net. What type of books do you enjoy writing? Who else writes books in that genre? Who is the best writer in the genre? Why are they the best? Be determined to be better than the best.

I cannot help you to write a great book, although if you are stuck for ideas, or want to know how to proceed, we do offer a FREE email course called "The Infoproduct Masters course" which in 5-days teaches you all you need to know to write a book and shows how to sell it online.

To get the first lesson today (the whole course is FREE), send a blank email to get-publishedtims@sitesell.net .

It will get you off to a great start.

2. Create a Website that Sells

"But I don't know anything about website building!"

"Where do I start?"

These are natural fears which are largely unfounded when you

realise that many authors sell their books on other peoples websites! However, there are more who have decided to create their own websites with a little help from organisations such as mine at http://www.getpub.com">http://www.getpub.com">http://www.getpub.com .

The best way to proceed is to look at other sites and find out what elements they have in common, look at the copywriting on each page of the site, and look for web marketing sites that can give you good advice.

My site Get Published! provides a lot of this information for you, including a system that I use to create, market and sell my books called "Get Published! Online". You can see it at http://www.getpub.com/pubonlin.htm">http://www.getpub.com/pubonlin.htm">http://www.getpub.com/pubonlin.htm .

If all of this is confusing you then don't worry. I am a great believer in sharing my knowledge and experience of online publishing and website building. The way I do this is by pointing you to people and very high quality resources that can help you cut through the rubbish.

If you are new to website building, or have a website but do not know how to promote it then I highly recommend you take a look at Ken Evoy's book called "Make Your Site Sell!".

It has rapidly become the bible for people who want to build, promote and sell from their website. It takes you through everything, step-by-step, and assumes no prior knowledge.

I recommend you check it out at http://www.getpub.com/myss/">http://www.getpub.com/myss/">http://www.getpub.com/myss/ .

It actually forms part of Step 3 of my "Get Published! Online" system.

My website was built using the principles in this book so I know it works!

3. Attract targeted customers to your website

The key word here is "targeted". Once you have got your great book written, have followed the steps to building a website that sells in Ken Evoy's book, you then need to find people who will be interested in your website and therefore your book.

There are hundreds of books on website marketing, I should know I have invested over $5,000 in them and do you know what?

They all say the same thing...get customers to your site who

are interested in your book, in other words targeted
customers.

You can start by finding and joining mailing lists and
online forums that cover your subject area. This is where
people who are already interested in the subject matter of
your book hang out.

You can find these forums by searching in directories such
as ForumOne at http://www.forumone.com">http://www.forumone.com">http://www.forumone.com or Liszt at
http://www.liszt.com">http://www.liszt.com">http://www.liszt.com .

Do not try to sell them your book directly. This goes
against the etiquette of these forums. They are there to
discuss matters in and around the subject. However by
contributing your knowledge, these people will get to
recognise you as the expert and will then be more inclined
to visit your website and eventually buy your book.

This is one of many techniques you can use to start to build
traffic to your website. If I was to try and explain all of
these techniques in detail this article would be over 400
pages long!

Instead Ken Evoy does an excellent job of covering this in a
special report that he provides with his "Make your Site
Sell!" book.

If you want to know how to do this right then check it out
at http://www.getpub.com/myss/">http://www.getpub.com/myss/">http://www.getpub.com/myss/ .

SUMMARY

To be successful selling your books online you need to join
the 1% who succeed by having a great book, a website that
sells, and targeted traffic to that website.

Hopefully this article has shown you how to start on this
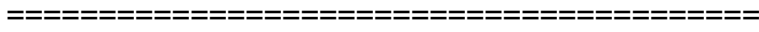long, but very profitable road.

Good luck.

Greg Spence
Get Published! Online Website

==
WANT TO PUBLISH YOUR BOOKS ONLINE?
Subscribe to our free newsletter !Get Published! by sending a blank email to
getpub-subscribe@getpub.com">mailto:getpub-subscribe@getpub.com">getpub-subscribe@getpub.com or visit our
website and follow our simple 4-step system at
> http://www.getpub.com
">http://www.getpub.com

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How This Mom Ended Up With a Career in Self-Publishing on the Internet

Catherine R. Pedigo
WinningEdge@win-edge.com

I've been a mother and homemaker for over 27 years and I've enjoyed staying home to raise my two children. My husband Tom had been the sole financial provider for our family until eight years ago when he lost his job and our steady income. (He didn't want me to have to go outside of our home to find employment and I didn't relish the idea either.) After months of him not being able to find other work, we began to frantically consider alternative ways to bring in money.

Tom started developing a passion for reading books about "Home Businesses" and how to start them. One home business that attracted us the most was writing and self-publishing various "how-to" booklets. As Tom shared the nuggets from these different authors with me, he began to write a booklet on "How to Win a Pinewood Car Derby", since he was able to speak out of the experience of four years of consistent wins with our son!

As a result of his motivation, I then came out with my own individual booklet. This is the KEY to producing moneymaking material - knowing what ideas, experience, and knowledge you have that others would desperately want to have for themselves.

My how-to booklet, also came out of personal experience. I'd been having successful garage sales for over 12 years, so I decided to write a booklet on: "How to Have Big Money Garage Sales". My friends had always been astonished and unbelieving when I would tell them how much I had earned for the days of my garage sales. Some of them begged me to tell them my "secrets" which is what gave me the idea of actually putting them into print. It was from these friends and my husband's prodding that finally got me to put some of my experience into writing as well.

The next big step was figuring out how to publish our booklets and then how to market them. We LIVED in the library, bringing home armloads of books every few days. As a result of all this newfound knowledge, my husband and I established a successful self-publishing business through the mail. We used magazine ads and direct mail in the beginning, but lost more money than we made! It wasn't until we discovered the Internet, about 5 years ago, that we began to see some fruit from our labors. Learning how to make my own web pages and market them well myself, has been the key to our Internet success.

The items we sell through our web pages have brought in so much needed income over the last few years, that it's become our main income. . I never would have believed that this would blossom into a full-time job for us! Because of that, we definitely plan to keep writing and marketing our books…it's going to put our 2 children through college!

Our latest self-published manual, "How to Self-Publish and Market a Winning How-To Booklet!" is a complete (honest) course in writing, self publishing, and selling informational how-to

booklets. We wrote this manual to share with you what has worked for us AND what hasn't! We don't want to give you "hype" or try to give you exaggerated claims. For us, self publishing was a long labor process before we gave birth to profit. Also, we firmly believe we are the "norm" and those who are an instant success are the "exception."

I also believe there's another key to our success, other than just plain dogged determination and hard work. We sell a variety of different products. That way when one product is having a low sales week, another product is selling like hotcakes, so we never have to worry about no orders coming in.

As I look back, I'm amazed at how far we've come. It took a lot of studying and long, LONG hours, but there is nothing so satisfying as finally seeing the fruit of all our hard work and persistence finally paying off. Best of all, I still get to stay home and be with my kids and make my work hours revolve around my home life, versus having my home life revolve around my work life!

I love computers and throughout these last seven years I've learned much to help us in this self-publishing business. Not only do I continue to sell our booklets through the Internet, but also I've learned a lot about desktop publishing and have designed ads and flyers and web pages for other people, as well. I've learned how to database and keep financial records…I could go on and on. So, if you're a mom (or dad) that loves learning, and loves computers, and you have an area in your life that you excel at…go for it! Other people might just want to know YOUR secrets!

Cathy Pedigo is a homemaker and President of Winning Edge, a self-publishing business in Colorado Springs. You can find her website at: http://win-edge.com/

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Yes, You CAN Write Articles!!
(c)2000 by Terri Seymour

Writing articles is by far one of the most effective ways of promoting your business or website. Ezine publishers are always looking for good content for their ezines. You, as a writer provide that content and at the same time you build a reputation as an expert in your field. You also gain credibility for your business.

The first article is indeed the hardest. Once you get started they will come much easier. The first thing you want to do is get ideas for your article. If you have a marketing business, you might want to write about getting customers or effective marketing tactics. Once you start thinking you will get many ideas.

As each idea comes to you, write it down in your article notebook or put it on a floppy. After you have several ideas written down, decide which one you wantto write about first. When you have made your choice, write a title down that captures that idea. Example: If you are writing about gardening, your title could be "Growing Plants, Not WEEDS!"

Once you get your title down, there are a couple of different ways to form your article.

1. Outline Method- In this method, you can write down all the main points you want to include in your article. Then all you have to do is elaborate on each point with some good information. If applicable, include some useful links to provide more resources.

2. Lecture Method-This is the method which works best for me. In this method, I just think about the title for a couple of miinutes, and what information I want to include. I then just start talking as if I was telling somebody all about the subject. I just type out as I am talking and in a few minutes an article is born!!

You might even have your own way that works better for you.

Do not be afraid to give your articles a little personality and/or humor. Subscribe to some ezines and read the articles to get an idea of what people are writing. But do not try to copy

somebody else's style. You want YOUR knowledge and personality
to come through in your articles.

After you have finished your article, you should read it from
start to finish. Sometimes just reading through your article
will give you more ideas on what to write.

Once you finish your article and make any neccesary changes,
you will need to submit your article to as many sites and
ezines as you can. Here is a list of sites to get you started.

http://www.allforwomen.com/network/articles.shtml
http://www.appp.isthebe.st/
http://www.certificate.net/wwio/ideas.shtml
http://www.connectionteam.com/art.html
http://www.dime-co.com/articlesub.htm
http://www.ezinearticles.com/
http://www.freezineweb.com/
http://www.HerAssistant.com
http://www.ideamarketing.com
http://www.mailbiz.com/mailbiz/magcat/
http://www.makingprofit.com/
http://www.marketing-seek.com/articles/submit.shtml
http://www.netterweb.com/articles/
http://www.pagecrafters.net/newsletter.html
http://www.powerhomebiz.com/archives/articles2.htm
http://www.smarteremarketing.com
http://www.the-best-list-site-in-the-world.com/lotsart.html
http://www.websitings.com/classads/submit_article.cfm

I wrote three articles before I came up with one I liked and
since then I have written four more with no problems. Once you
get past the doubt, you will do just fine.

****
Terri Seymour is the Publisher of Web Success Ezine,
a free ezine designed to help people
enhance their business success. To subscribe
mailto:web-success-subscribe@egroups.com
You can find more information and resources at

IDEAS and ACTION
By Phill Hunt © copyright 2000

From simple ideas, great inventions come!

Great Ideas, they come to us in fleeting glimpses, flashing thoughts and inspired visualisations. We all have them, sometimes in dreams, sometimes after great thought and often out of the blue. They can pop up at any time wherever we are.

Most of us have numerous ideas that could be put to the test and generate income for us in business or make life easier in a number of ways.

Why, then is this often not the case in practice?

Firstly: most people do act on some ideas, generally those that do not take them too far out of there comfort zones.

Secondly: for most people a great idea remains just that, a great idea. They either don't have the desire, energy or drive to push past the inactive stage or they procrastinate and miss the boat.

Thirdly: a lot of people don't note the idea and it passes into the backblocks of their memory.

Usually the great idea ends up being taken and the opportunity passes. Heard this story or experienced it before, certainly a lot of people I've spoken too have related this scenario to me.

What is missing in this formula?

A few select people take their ideas and turn them into gold, these are the entrapeunuers, the movers and the wealthy.

They take - ACTION!

Action is like oxygen to flame, without it there is no fire.
It is really just about "doing it", taking that step, lifting that phone or making the effort to begin. Action and effort transfer into movement and it is movement that we need in both life and business.

When starting a business, especially a home based business it is advisable to start small but aim BIG. Have the bigger long-term vision firm in your mind and even written down. This makes it easier to Act and keep focus and motivation.

There are plenty of business opportunities out there, software to format your ideas into sellable products (ie. E Books Software if your into writing books or reports) and Business resources

both on and off the net to assist you. Remember, all successful businesses started with an idea and then ACTION!

Take that step now ACT, you'll never know if you don't try!

--------------------------- Resource Box--------------------------

The team at Martwiz specialise in Home Based Business resources, tips and advice. Martwiz is a one stop shop for business opportunities, products and services including web design.
Visit: http://www.martwiz.com
Email: customer-service@martwiz.com
Articles: http://www.martwiz.com/articlelist.html

20 Ways To Increase Your Traffic And Sales With eBooks!
by Larry Dotson

1. People love to get free stuff. A free eBook is perfect. They will visit your web site to get the free valuable information.

2. Give away the full version of your eBook in exchange for testimonials. You can use these customer statements to improve your ads' effectiveness.

3. When you write and give away a free eBook you will become known as an expert. This will gain people's trust and they will buy your main product or service quicker.

4. Publish your web site in eBook format. Put the eBook on a disk or CD-ROM then include it with your direct mail packages. This can increase the number of people that buy your product or service.

5. Offer your eBook as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus.

6. Allow people to download your eBook for free, if they give the e-mail addresses of 3 to 5 friends or associates that would be interested in your eBook. This will quickly build your e-mail list.

7. Create a directory of web sites in eBook form. List peoples web sites in the directory that will agree to advertise the eBook on their web site or e-zine. This will give them an incentive to give

away or advertise your eBook.

8. Allow other people to give away your free
eBook. This will increase the number of people
that will see your ad in the eBook. You could
also include a mini catalog of all your product or
services that you offer in the eBook.

9. Gain new leads by having people sign up and
give you their contact information before they can
download your eBook. This is a very effective
way to conduct market research.

10. Make money selling advertising space in your
eBook. You could charge for full page color ads,
classified ads or banners ads. You could also
trade advertising space in your eBook for other
forms of advertising.

11. Give away the eBook as a gift to your current
customers as a way of letting them know you
appreciate their business. Place an ad in the eBook
for a new back end product you're offering

12. Get free advertising by submitting your eBook
to freebie and freeware/shareware web sites. This
will increase the number of people that will down-
load your eBook and see your ad.

13. Make money by selling the reprint rights to
those that would like to sell the eBook. You could
also make even more money by selling the master
rights. This would allow other people to sell the
reprint rights.

14. Hold a contest on your web site so people
can win your eBook. You'll get free advertising
by submitting your contest ad to free contest or
sweepstakes directories.

15. You will gain valuable referrals from people telling others about your eBook. Word of mouth advertising can be very effective.

16. Make money cross promoting your eBook with other people's products or services. This technique will double your marketing effort without spending more time and money on your part.

17. Increase your e-zine subscribers by giving away your eBook to people that subscribe to your e-zine. This will give people an incentive to subscribe. Allow your e-zine subscribers to also give it away to multiply your subscribers.

18. Give away the eBook to people that join your affiliate program. This will increase the number of people that sign-up. You could also create an eBook for them to use that will help them promote your product or service.

19. Give away the eBook in exchange for people leaving their contact information. This will help you follow-up with the prospects who buy your main product or service.

20. Offer a free eBook that contains a couple of sample chapters. If they like it, give them the option of ordering the full version. It would work just like a software demo or shareware.

1075 FREE Internet Marketing E-Books!
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MAKE YOUR OWN EBOOK
By Dejan Bizinger

If you have a newsletter or knowledge you wish to share with others, you might think about making your own ebook.

First of all, for those who might not know, an ebook is electronic publication that people can download as one file and later read, just like a book on their own computer.

There are some standards for making ebooks. I think that two most popular types of ebooks are ebooks with an exe extension and with a pdf extension. On the Net I see mostly ebooks made in exe extension (I've, made my ebook with that extension).

Why you should make your own ebook?

First of all, the ebook will represent you as an expert in your field. Therefore, people will start to trust what you have to say to them.

When you promote your ebook you will obtain some important benefits. For example, advertising. Now, you could sell ad space in your ebook, or you could swap links with others. In both cases you will get a significant benefit.

In the first case you will get some money, in the second case you will have your advertisment placed on the website or in the ezine of the person you have exchanged with, which will promote your site and your ebook to many more.

Also, making an ebook is a useful tool for collecting items together, for example articles you have published in your newsletter. Then, people who at the time of original publication had not been subscribed to your newsletter will have opportunity to read your articles in one handy format.

To sell or not to sell

When you make your ebook you have to decide whether you will sell it or if you will give it away free. When I made my ebook, I decided not to sell it. Everyone who wants to, can download my ebook for free. Although, I don't get any money for my ebook, there are other benefits.

For example if you give out your ebook for free many more people

will be able to read it. If they think that they have found
quality info there, it is most likely that they will subscribe to
your newsletters. Also, they could recommend your ebook to their
friends. It will give you free advertising.

When you make your ebook you can place it on your web site for
download. I wouldn't suggest you put link on your web site so
that just everyone can download it. The better solution is to you
put a form where you will ask your visitors some info in
exchange. Less is better.

For example you could ask them to tell you their name
and email address. Then you will know how many people have
downloaded your ebook and collecting their email addresses is
very important so that you can stay in touch with them to offer
them updates, etc.

====================
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[http://www.swap-resources.com">http://www.swap-resources.com">http://www.swap-resources.com](http://www.swap-resources.com)
if you want to swap links.

Unleash The Power Of Perpetual Marketing
by Larry Dotson

I describe perpetual marketing as a large number of people promoting one web site so they can all receive the traffic generated by each other.

For example, you decide to create a free ebook that you will give away to your web site visitors. You ask a large number of e-zine owners to give away the ebook in exchange for their ad in the ebook. You can just ask them to link directly to your web site when they promote the ebook. You, of course, will have one of your own ads on that web page.

Let's say you get 8 out of 20 e-zine owners that agree to giveaway the ebook. The 8 e-zines total subscriber base is 75,000.

Now, you can ask more e-zine owners if they would like to promote the ebook in exchange for an ad inside the ebook. This time you can say, you already have 8 e-zines already promoting the ebook with a subscriber base of 75,000.

The next group of e-zine owners you ask will be more tempted to promote your ebook because there is a greater chance they will receive a lot of traffic from the deal. It's win/win situation!

Do you understand the power of perpetual marketing? You could have 20 or 30 e-zines promoting your web site at no-cost, very quickly! You could create a new, free ebook every month and repeat the process.

This isn't the only way to use perpetual marketing. You don't just have to contact e-zine publishers you could do the same with web site owners. You could use a total monthly visitor total as motivation.

It doesn't have to be just an ebook either. It could be a contest you're holding on your web site. You could place the other web site's ads on the contest page in

exchange for them promoting the contest.

These are only a few ways to use perpetual marketing. You could use your own imagination to create new ways to use perpetual marketing that will increase your traffic and sales.

40,000 FREE eBooks And Web Books when you visit: http://www.ldpublishing.com As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter visit his web site to subscribe and place a FREE Ad! http://adv-marketing.com/business

How to price your ebook so that it sells and still makes a profit!

by Greg Spence

(c) 2000 Greg Spence.

INTRODUCTION

So you have written your book, converted it into an ebook
ready to sell from your website. But hang on a minute....

....how much do you charge for it!

Too much and it won't sell, too little and you will have to
sell thousands of copies just to break even.

Wouldn't it be great if you could arrive at a price that is
right for your customers, so right in fact that they buy
your book in droves whilst making you a handsome profit.

Every customer has his or her personal price for your ebook,
the price they would be willing to pay. Do you know what
your customers ideal price is? Do you know how many would
not pay more than $10, $20 or $50 for it?

Better still would you like to know how many consider $30 to
be a fair price?

If the answer is yes, then this article will be of interest
to you because I am going to explain how you can arrive at a
price that will make your ebook sell.

I will also mention at the end a unique product I found that
will do all this for you automatically!

A CRASH COURSE IN PRICING

Finding the right price for your ebook is critical, it can
make or break your profit and can mean the difference
between double or triple your income.

How to find that price is one of the most difficult aspects

to selling your ebooks online.

Know doubt you have been surfing the web and found ebooks that range in price from $2 up to $200. You are told that "How to" ebooks sell for more than fiction so you should be able to charge more if your ebook is a "How to".

But how much more?

Typically the way ebooks (and most products online for that matter) are priced is by trial and error. If the author finds a competitive ebook he/she will price just below it on the basis that the customer will go with the lowest price every time. This has been proven not to be the case. The customer buys also on product quality, brand perception, and many other variables as well.

Alternatively the author will price the ebook at the lowest possible price on the basis that millions of people are online so the ebook is bound to sell in the millions of copies. Again a common misconception. Ebook purchasing is still in its infancy.

Many online marketing guru's advocate testing your product price by selling at a high price initially and eventually lowering it until the floods of sales start coming in.

This has a potentially negative impact on your customers. If you had bought a book at $50 to find a week later that it was selling for $29.95 you would not be too happy would you!

All of these methods are hit and miss and less than scientific in their approach.

There is an amazing amount of information on the Web about all forms of online marketing. The one subject they do not cover is pricing.

HOW TO SET A PRICE THAT WILL SELL YOUR EBOOKS

Before you set your exact price you must decide upon a suitable pricing model. There are two basic models in existence today.

1. Price to Penetrate. Here your goal is to penetrate the

market by selling your ebooks in volume. This means you should price your product low compared to the competition. The balance here is to find a price that maximizes profits AND number of ebooks sold.

Use this strategy to acquire as many customers as possible. Some authors even price their ebooks at a loss to get a high number of customers.

Why? Because they understand the lifetime value of a customer. An existing customer is more likely to buy from you again. In fact, it is not uncommon for more than 80% of first time customers to buy a second product from the same source as the first. This is especially true if the first product they bought was deemed by them to be of exceptional value.

If you want to establish market dominance with your ebook then pricing to penetrate is a good strategy although your profit level will be low at the expense of acquiring a large number of customers.

2. Premium pricing - price to skim. With this strategy you price your ebook high and every sale brings a much larger profit at the expense of fewer customers, and therefore a smaller market share.

If you are pricing high on the net your ebook had better be unique and covering a subject that everyone wants to know something about. Even then you are begging for someone to come along and undercut you on price.

The most valid reason for using this strategy is that your ebook covers something new, maybe a new technique for doing something, which is not yet common knowledge.

Don't stick with this skimming strategy forever as your ebook sales will eventually peter out to nothing. It is important you determine in advance how long you will use this strategy before you switch to a different pricing model.

THE PSYCHOLOGY OF PRICING

Setting the right price is also a matter of psychology.

There are several well established "rules", which pricing should follow to be successful, as follows:

a) End your price with a 5, 7, 8 or 9. NEVER end in a 0 or 1. Doesn't $19.99 sound better than $20? Isn't 99 cents much cheaper than a $1?

Don't forget humans buy on emotion first and then justify that buying decision with a rational explanation afterwards!

b) Something for nothing. We all love to get something for free. Many times on the Web you will see free bonuses offered with an ebook.

If you have purchased my latest ebook "How to Search the Internet" (from http://www.search-help.net) you will have received free bonuses to the value of $148!

Other ways of building in perceived value is to bundle several ebooks together for a single price. This price must be lower than the price of all ebooks added together. For example if you offer two ebooks that normally sell for $19 each, selling them together for $29 would make them a perceived bargain and more attractive to a customer.

IN SUMMARY

I have only scratched the surface of the ins and outs of pricing. Unfortunately pricing can be something of a black art and very difficult to do properly. Hopefully this article has put you on the right road pointing in the right direction.

Whilst I was researching this article I came across a unique product that takes all the mystical properties of pricing away. It is called "Make Your Price Sell" and I am now using it to price all of my books and services.

If you want to take a look at it and try it for FREE go on over to http://www.getpub.com/myps/ . You will not find anything else on the net that does this.

Greg Spence
Get Published! Online Website

===
WANT TO PUBLISH YOUR BOOKS ONLINE?
Subscribe to our free newsletter !Get Published! by sending a blank email to
<mailto:getpub-subscribe@egroups.com> or visit our
website and follow our simple 4-step system at
> http://www.getpub.com

===

"Promote Your eBooks"
By Eva Almeida,

Everyone is getting in on using eBooks as a promotional
tool to increase traffic to their site as well as boost
sales (or even as educational tools).

So, after you have created your eBook, how do you go
about promoting it?

Ah...let me count the ways!

The first thing that you can do is offer it to people
who you are in contact with online. Include it in your
sig file in your email discussion lists, especially those
that are geared towards eBooks such as:
mailto:AnEbookChat-subscribe@onelist.com and
mailto:Ebook_News-subscribe@onelist.com

Upload it to your site using an FTP program such as
CuteFTP at http://www.cuteftp.com or WS_FTP. Then either
give it away free to all your visitors to increase your
traffic or sell it for extra profits. Give it away
as prizes to your ezine subscribers.

Submit your eBook to as many directories as possible.
Here are a few directories that you can start off
with if your eBook is free (also submit to the
freebie listing sites too, check out an excellent
article called "How to Harness the Power of E-Books"
at: http://www.success-doctor.com/article43.htm).

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http://topsoft.com/add/
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Please note that many of the above sites are more
for software than eBooks, but you can still submit
your free eBooks to them. Check out the next site
for more places that may display your eBooks.
http://www.euro-share.com/uplinks.htm

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http://www.ebooksonthe.net
http://www.mypublish.com
http://www.amazon.com
http://www.borders.com
http://www.agoodbook.com (selective few listed)
http://www.hardshell.com (fiction/ non-fiction)
http://www.deadendstreet.com (alternative literature)
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is just a sample of the virtual bookstores available.
Read the fine print since some sites may require their
publishing services for lower listing fees.

Create a page specifically for your eBook with appropriate
Meta Tags and submit the page to the top search engines
and directories. If your eBook is for sale, it may even
be worth it to list it with Goto.com by bidding on your
keywords. Don't forget the Open Directory at
http://www.dmoz.org since many search engines are using
their services for their own listings.

You could also create an affiliate program, if your

eBook is for sale and there is a brand new service out
that will get you set up very easily at:
http://www.simpleaffiliate.com/
You could even use Clickbank at http://www.clickbank.com/

A special thanks goes to everyone from the excellent
email discussion called AnEbookChat on the many ideas
for where to promote your ebooks, especially David Hallum
of http://ebookshop.bizland.com for his extensive resource
section.

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Eva Almeida is the webmaster for the eBooks N' Bytes Resource
Directory at http://www.ebooksnbytes.com which is a growing
directory of articles, resources, eBooks, publishers, as well
as a discussion forum on eBook issues. Visit us today!

WRITING FOR THE SCROLLING EYE
by Iris M. Ford

SYNOPSIS Little has been said about writing styles
suitable for the Net. Authors must write with the scrolling
eye in mind or it's ZIP, CLICK and GONE..

This unique writing and formatting skill is discussed by the experienced author of the new

ebook "SPIRITUAL MUFFINS Food for Life's Journey".

Enjoy scrolling down these ten pointers, then save and store them on your hard drive, or in

that safe place where you mentally copy and save real good information - your brain.

1. TITLE AND PICTURE.

A good title catches that scrolling eye and through identification holds it!

You just have one second to do it, so your TITLE must be
a real attention grabber. Some call it a "Killer Title".

My title in this article invokes a passion! What kind of eye? Roaming?

Pay attention. This is going to be good!

A picture of you also helps to grab attention and cement the bond

between author and reader. A picture personalizes the author.

Find your best mug shot and crop it out of your scanner. Don't have

a scanner? That's sad, they are a lot of fun.

2. A SYNOPSIS

In an ezine article or ebook, a short synopsis at the top is great for catching

and holding a scrolling eye. A synopsis should be two or three sentences

summarizing the article's thrust.

With an ebook the synopsis needs to be a little longer, ten seconds MAX!.

If you catch your scroller's attention here they will continue to read on down.

3. LAYOUT

Think about size, fonts, colors and layouts These all give punch to your sentences.

Make your formatting style appealing. Use variety to catch the eye. Some emails do

not support different fonts, but size of letter and color, in important places,

does catch the EYE of a scroller. Experiment with lines and colors, and use BOLD with

certain words for effect.

a.. GREAT IDEA. From your word processor copy your work to
b.. the Notebook and clear-cut lines to 65 characters, or less. Then
c.. send your article to your own email address as a test.

4. USE A WHIMSICAL, PERSONAL STYLE

Net readers respond best to either a highly technical, information article or a personal
approach.

Being personal helps contradict this very impersonal computer.

A whimsical style also goes over well. Write informally about the subject you know the best so

you come across with quiet authority. Be able to say, I guarantee it from my own
experience.

5. OOPS! SPELLING AND TRANSLATIONS

Spell check for heavenb sake. OOPS, I forgot! That one slipped by me.

By the way, my computer can't spell scroller or ezine! You will need to

bring your spell checker up to date!

a.. GREAT IDEA. Put a world-wide translator on your site. The world is a very
b.. small place online, and it is a courtesy to provide translations. There are
c.. several FREE programs available. Use your favorite search engine to find one.

6. SUBTITLES AND DREADED REWRITES

Now go over what you have written and place a catchy SUBTITLE on every paragraph. Cut

the paragraphs to just 6 lines and rewrite each one several times.
Rewrite! Rewrite! Sometimes I've done fourteen rewrites.
If what you are saying is important it deserves your careful attention to detail, while

cutting out the riff-raff . Bye the way, is that a word I should have cut or left in? The Dictionary

defines riff-raff as RABBLE!!! Cut it, your article does not need padding or rabble.

7. USE HUMOR AND STORY

If you want to catch a scroller's attention note this poorly kept secret:
people like to snoop!

Share something personal and you will hold the scroller's attention a little longer.

Tell a funny story about your computer experience, how it has controlled you and

contrived to throw you out of bed and up the wall!

Let your readers know what you have done with the naughty web.

Now see, secrets hold promise. It kept you scrolling, right? Well, this paragraph is

several enticing lines long and you still are reading it all the way THROUGH.

8. CATCHY WORDS AND RUN AWAY VERBS

Weave any of the following into your writing, making it sizzle with :

NEW, TRUE, AUTHORITY, YOU, SEXUAL,
GUARANTEED, BONUS, FIRST, QUICK, NOW, CATCH, FAST,
PERSONAL, SPIRITUAL, SUCCESS.

And use the preverbal FREE, only now it's not all so free.

a.. GREAT IDEA: Use present tense verbs and descriptive phrases.
b.. Keep the promise of great benefits coming soon by using the present tense.
c.. Sound alive and excited. Wow! This is great!

9. SUMMARY

A short summary in point form is helpful at the end of your article or chapter.

Not any good at that? Then let me share another secret. Use the PARAGRAPH SUBTITLES.

Presto! It's done!

10. LINKING TO MORE GOODIES

If you are writing an article post your four line RESOURCE BOX at it's conclusion, outlining your
personal claim to computer fame. Note your area of expertise. Make sure you include a link to your

web page, checking that it's correct.

If you are writing an ebook include a short biographical sketch on your home page, and

put links to your chapters or sections within easy reach. Keep it simple, don't confuse your

scrollers, you want your readers to continue so you have:

no more ZIP, CLICK and GONE.
Your scrollers are now your readers.
They gladly LINK and explore further....

Delving into the wealth of information you want them to know.

++

RESOURCE BOX.

Iris Ford lives on the beautiful Sunshine Coast, BC. Canada.

She is the author of several books published off-line.

Her newest ebook is "SPIRITUAL MUFFINS: Food for Life's Journey. "

Find it by scrolling down to http://www.spiritualmuffins.com and enjoy the ride.

Iris M. Ford,
http://www.spiritualmuffins.com

Make More Money Self-Publishing Special Reports

J. Stephen Pope
spope@yenommarketinginc.com

Moneymaking Business Information

1. YOU CAN DO IT! WILL YOU?

You CAN succeed in your own information empire. Self-publishing valuable, how-to information is in great demand by people today. In today's busy society, people are pressed for time. They need concise, simplified, practical information. They will pay dearly for it if it will improve the quality of their lives.

Even if you have never written for money before, you can do so if you apply the information in this report. Lack of formal education should
not deter you. Large sums of cash are not required. What is required is
the application of the information in this report.

You must have more than good intentions, though. Your strong desire to succeed, not only in making money, but in making a difference in other peoples' lives, will motivate you. Then, following through, you will execute your planned tasks to reach your goal.

2. WHY IS SELF-PUBLISHED INFORMATION THE PERFECT PRODUCT?

Information can be sold on the basis of its value. For example, if you could receive a thousand dollar tax-free grant, would you pay ten dollars for that information? Most persons would. They'd be $990.00 ahead. Yet, that information might fit on one printed page. So, the cost of producing the information has almost no relationship to the value of the information. Thus, the potential for high markups and profits exist in this business.

Information products (unlike other hard goods like cars, refrigerators, et
cetera) are relatively light and so incur lower shipping costs. In fact,
the post office gives preferential treatment for shipping books.

You could sell other peoples' products, but then you would not have control over your business. At any time, your suppliers could change
their commission structure, let your competitors sell the product, or even discontinue your relationship. If you own your own proprietary product, your own copyrighted information product, no one can legally sell it without your permission. You control its production, promotion, and distribution.

3. WHY SELF-PUBLISH SPECIAL REPORTS INSTEAD OF BOOKS?

A Special Report (sometimes called a folio) is a written document of from one to several pages on a specialized subject of interest to certain readers. It should be concise and practical information of value to a particular audience. It might be professionally bound with a cover and personalized for the reader or it might just be a few pagesstapled together or it may even take the form of a computer file or electronic book. This publication is an example of a Special Report.

Books and booklets must be produced in certain minimum quantities. This is fine, when you're well-established financially. However, Special Reports can be produced on demand, one copy at a time, if necessary. This means that if you receive one order, you can publish it from your home computer by simply printing a copy of your file.

Even if you have no computer, you could type one copy of your report and have it photocopied as required. This results in virtually no money being tied up in inventory. You spend money only when you receive orders.

Books are lengthier and require more time and effort to produce. Therefore, it will take you longer to make money from your efforts. A Special Report, being only a few pages long on the average, is a product you can develop and produce quickly and economically.

Many customers will appreciate the concise treatment of a particular
subject in a Special Report. They could pay forty dollars for a complete book on home-based businesses, but maybe they just want information on self-publishing.

Perhaps they have already bought books on How To Publish Your Own Book,
but the area of Special Reports wasn't really covered. For a few dollars
(and often for considerably less expense than a book), they can get the
essential information they need to accomplish their goal.

If time is money, then your customer will really appreciate your to-the-point consideration of his selected subject. You are not being paid by the word; you are being paid for results.

As you write further Special Reports in your area of expertise and interest, you will find you will have a number of products to sell,
instead of just one. Then, you will have diversified your income, having developed multiple income sources. Instead of making money only when you are working, these products could generate passive income for years to come. While on vacation or while sleeping, orders could be coming in for these products you developed.

As well, a series of Special Reports or folios on related subjects could be combined later to produce a book. If, for example, you produced twelve different folios on various ways of making money from self-publishing, they could be combined in a book on the same subject.

Thus, Special Reports can be used as the basis for creating other information products, such as books, booklets, audio cassettes, videos, courses, software, speeches, website content, electronic books, business kits, and so on. The more products you have and the more choices you offer your customer, the more income streams you will generate for yourself.

4. WHAT SHOULD YOU WRITE ABOUT?

Of course, it is natural that you would want to write about something that is of interest to you. However, is what you are writing about of interest to others? You may be an excellent poet, but the market is very limited for poetry.

On the other hand, practical and simple "how-to" information sells. As an example, you presumably obtained this report to accomplish a number of objectives. First of all, you wanted to make more money. Secondly, you wanted to learn how to create valuable information of use to others, so that they could pay you for it.

Is there a market for moneymaking information like this? You bet there is! Just check out the business opportunity magazines at the newstands to see that this is true. Use internet search engines to find moneymaking or other how-to subjects and to learn about what your competitors are doing.

The key to making money from your self-published information is to write on a subject that is of interest and benefit to your reader. There must be a sufficient number of persons interested in your subject in order for you to justify the time and expense required to undertake writing about it.

You must be able to reach these persons economically (through the internet, magazines, or other means). Most important, what you write should address a concern, want or need of your reader. Provide the benefits implied in your title and advertising. Provide good value for the money charged, and your customers will be happy and buy other products from you.

5. HOW TO PRODUCE A SPECIAL REPORT

It is likely that you already possess information, knowledge, and skills in areas of interest to others. Meditate on what you already know. Sometimes we assume that other people already know what we know. This is not the case. If this knowledge can help others save money, increase their income, improve their health, be better liked, improve their happiness, or give some other important benefit, you can use this knowledge as the basis of producing your information product.

As well as your own expertise, you can consult other sources to add to your knowledge. Research at the public library, in bookstores, on the

internet, through personal interviews of experts, and by taking educational courses on your chosen subject will all help you develop
additional expertise needed to write your folio.

As for writing ability and skill, practice makes perfect. Get constructive criticism from others. Have a friend proofread your report. Check your grammar and spelling. Use simple sentences. Don't get too complicated or you'll lose most of your readers.

Use of a personal computer will help you immensely. Prepare your document in text format so that you can use your information in different formats, such as for your website, in electronic books, for e-mailing to a printer, et cetera. If you wish, you may export a copy of the text file you used to prepare your own Special Report to a word processing program to format it for printing. Only print the copies needed to fill orders.

Writing any information product requires self-discipline. You must find a suitable time to write each day. Buy out the time from less important activities such as TV viewing or idle conversation. If you have specific goals and stick to them and your schedule, you are likely to accomplish your objective of making more money with self-published special reports.

If, for example, your goal is to produce one Special Report per week, you will need to schedule the required time for research, then writing, editing and corrections.

Be realistic about your goals. If you can only produce one special report per month, don't be discouraged. Adjust your goals to what reasonably can be accomplished. Just think! Producing only one Special Report per month would produce a line of twelve different products in a year and could form the basis of a newly published book!

6. HOW TO SELL SPECIAL REPORTS

Writing, although hard work and akin to giving birth, is only part of the battle. Now you need to sell your Special Reports.

Remember, you didn't just write on any subject that interested you. You deliberately chose a subject that was marketable. You wrote a subject others were interested in. Otherwise, you wouldn't be able to sell it.

Whether you use a website, magazine ads, direct mail or other methods of advertising and promoting your Special Reports, make sure that all your communications stress the benefits to the target reader. They must be convinced that your folio is a product that is needed by them and is worth the money.

Don't forget to take advantage of free publicity for your products. Send press releases and try to get your publication reviewed or featured as a new product in appropriate magazines or other media.

Special Reports can be adapted as articles that you can offer for sale to magazines. Some consultants and professionals use Special Reports to promote their own business and to establish credibility as experts in a certain field.

7. THE BEGINNING OF YOUR INFORMATION EMPIRE

From small beginnings come big things. Your following through on the information in this report could result in many benefits. A steady production of appropriate Special Reports will give you control and ownership of profitable products in high demand. These products can create income for years after they are produced. They can also form the basis of other products: books, audio tapes, videos, courses, internet content, software, and other salable, unique products. Establish your credibility as a respected expert in your field.

Don't delay; follow through. Best wishes to you in building a profitable and enjoyable information empire!

***********************RESOURCE BOX*****************************

J. Stephen Pope, President of Pope Consulting Inc.,
http://www.popeconsultinginc.com/
has been advising clients on vital small business issues
for over twenty years.

For more valuable resources about self-publishing, please visit:
http://www.yenommarketinginc.com/selfpub.html

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10 Ways To Increase Your Free eBook Downloads!

Larry Dotson
bizreport@sssnet.com

L.D. Publishing
http://www.ldpublishing.com

1. Anticipate the objections your visitors might have about your free ebook offer. You should research your target audience's needs and wants.

2. Allow your visitors to feel good about themselves by giving them compliments. If they feel good, they will also feel good about downloading your ebook.

3. Tell your visitors the emotional and logical reasons why they should download your free ebook. It can be the goals they'll acomplish, positive feelings, etc.

4. Publish a list of respected or famous people that have downloaded your free ebook. Just remember to get their legal permission first.

5. Tell people what they're thinking and feeling as they read your ebook ad. Most people will start to actually do it, statements should back up the ebook.

6. Make your free ebook offer very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses.

7. Create rapport with your visitors by telling them something they already know is true. They'll know for sure you're not lying and download your ebook.

8. Show your visitors how much enthusiasm you have for your free ebook. Most people will start to feel the same and download your ebook.

9. Make your visitors curious about your free ebook by telling them they need to sign-up to get access to a password protected site in order to download it.

10. Motivate people to download your free ebook. Tell them a lot of positive things like: "You can now reach your goals and change your life forever!"

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GETTING STARTED
By Linda Hunt © copyright 2000

Getting the Support/Resources you need to start a Business

Where do I start?
This is such a big question; it can be enough to make you think- 'it's too hard, I won't bother'. If that's what you conclude from this question and you're happy with that, that's fine it's important to feel comfortable with your decision.

If you want to move on from this question and explore business ideas (you may already have an idea) then the first thing you need to do is learn. The best thing you can invest your money in is education, educate yourself, and learn everything there is to learn about business (of course this should always be an ongoing process). Make it part of your business plan and stick to it. There is literally tons of information on the net - business newsletters, e-books, e-zines, courses, business mentors, associations and so on.

You can contact your local TAFE colleges or equivalent, small business centres, local councils, you might have a regional development board in your area, government grants, taxation office, accountant, legal adviser, business adviser, government programs for unemployed people to get started in business. All these places will give you the information you need to get started- information from: licences, regulations, business plans, business structures, finances, taxation and so on the list is endless.

Don't forget your local bookstore or your local library, there's some great business books to get you started. Talk to other business people - successful business people, learn from their successes and failures, don't be frightened to ask for help and always prepare your questions.

Still ready to go? Right, one important point to remember..The main reasons a lot businesses fail is because they spend thousands of dollars on products and then try to find a market to sell them to. Research your market first and find out what they want then basically give it to them.... simple right? This can be a long process, research is very time consuming but is vital to the success of a business, it is necessary and once you have your market, look after them and they will provide you with an income for a very long time.

There are many ways to research the market...talk to people you know and people they know and so on. Develop a survey, use message and noticeboards on the net (depending on their conditions of use), letterbox drops, P.O. Box drops, you can try telephone surveys too. You need to plan this carefully and you may have to invest a small amount of money in this process of research but remember it's a process that can save you a lot frustration and disappointment.

Be creative with your research but be thorough it will pay off in the end. There is plenty of support and resources out there to help you with your business you just have to be prepared to look for it and then ask for assistance I have always found people to very obliging. Having said

that you do need to be prepared to go that extra mile after all you'll only get out of it what you put in to it!

Did you know?

* There are over 500,000 home-based businesses in Australia, which employ more than 750,000 people
* 67% of small businesses are either run from or at a home base.

-------------------------- Resource Box--------------------------

The team at Martwiz specialise in Home Based Business resources, tips and advice. Martwiz is a one stop shop for business opportunities, products and services including web design.
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eLectrify your eBusiness by eReading eBooks!
By Mike Jones

In the next 5 minutes you will learn:

Why eBooks are crucial to your business How to
setup your own eLibrary Where to get good eBooks
including a rich FREE resource How to eRead
(screen read) for maximum efficiency How to make
your eReading electrify your business

Ready? Let's get started:

Why eBooks are crucial to your business Your
business needs input. The business mind must be
like a fast flowing stream. Ideas, viewpoints,
suggestions must be constantly flowing through.
Still water can stagnate. So can business. None
of us know it all. We are constantly learning.
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advertise, build web sites, you name it. We avoid
grief by learning from the mistakes of others.
How essential then that you build your own
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can mine gold - if you do it right! This is why
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or author. On your computer, create a folder
call eLibrary. If you only have a handful of
eBooks to start with you can keep them all
together. As the number starts to grow create sub
folders for different categories, e.g.
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How to speed eRead So now you have your eLibrary folder containing a number of top eBooks. You start to read. Overwhelming isn't it? Especially if some of the books contain hundreds of pages. The answer? Develop the skill of speed reading onscreen. You need a way to quickly absorb information or you will be there forever!

Two things are especially important with screen reading: 1) Your environment. Lighting should not produce glare. Poor lighting can greatly reduce reading speed. High contrast is preferred on the screen so the print has the greatest clarity. This also improves comprehension. 2) Use speed reading techniques. Use one hand to hit the 'Page Down' key and the other hand to hold and operate a guide such as a ruler. Holding the guide an inch or so away from the screen, move it down at a reasonable rate, or use sweeping motions across the screen. This encourages the eyes to take in larger sections at a time, especially making use of peripheral vision. With regular practice this really speeds up screen reading.

Stop every 10 minutes or so and allow your eyes to roam around your surroundings, perhaps focusing on a distant object. This helps eliminate eye fatigue.

How to make your eReading electrify your business The number one trap to avoid is to just start reading WITHOUT any plan or preparation. This is like trying to catch and hold falling snow

flakes. Yes there are millions of them and they all look so beautiful. Alas, they only last one second in the warmth of your hand. A good eBook may have a host of wonderful ideas. You are captivated by one, then in an instant that one is forgotten as you move on to the next. So how can you make your eReading sessions PRODUCTIVE? Resist the temptation to just rush in and start. Instead do this first:

1. Have a new document open in your word processor. 2. Scan the eBook's outline of contents so you can anticipate what's coming and where the book is going. 3. Start reading objectively. This means you are looking for something! Basically any idea or suggestion that you can apply to YOUR business should be noted in your open document. Enter the page number so you can find it again. Alternatively, if you like working with hard copy, hit the print button. Then use a colored highlighter on the key sentences. 4. After your reading session, set a time to implement or investigate the points you have noted.

eBook reading should be a part of your weekly schedule. Make time each day to scan or read another batch of pages. For key eBooks, return to them after a couple of months and read them again. You will be amazed how many more gems you can sift out of it. What if the material in some books is duplicated in others? They still have value. No two books are identical. Does a gardening enthusiast have one gardening book on his bookshelf? No. If you are serious about internet business then you need a good collection of eBusiness eBooks!

For example, a must in any eLibrary must surely be Ken Envoy's "Make Your Site Sell". I read sections again the other day which led me to make further changes on my web site. I removed a lot of clutter from the top of my web pages so a nice clean, clear header could do its work of pulling the audience in to the main body of the page. On previous readings I had missed that

point. This time it screamed at me in view of my web page design.

So get your eLibrary organized. If you already have eBooks littered around your hard disk, gather them together and build an eLibrary. Start using them. If you have not yet downloaded any eBooks, make a start today using the suggestions above.

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Creating Effective Ad Graphics

Tamara Kendall
tam@ad-designer.com

Ad-Designer
http://www.ad-designer.com/

People always want to know how we create banners that consistently get good click through ratios - or more accurately why the banner that they created, isn't bringing in the hits - so we decided to create this primer.

The most important thing:

You have to grab the viewer's attention and grab it fast, in less than 20 seconds by most accounts. The viewer has to notice the banner. How many times have you clicked on a banner? How many times have you surfed and been oblivious to banners. Why did you click on the banners that you have clicked on?

To get the banner to load in the aforementioned 20 seconds you'll need to optimize the banner. Optimizing your banner means creating a banner that is small (not physical size but small kilobyte size) so that it downloads quickly. To due this you have to alter a Gif's (Graphics Interchange Format) color depth and color palette using dithering. A Gif file includes all the colors that make up the image, so using less colors means a smaller Gif. If you are interested in making sure your banner looks the same to everyone you will want to check out the 216 "browser-safe palette" that look the same on both PC and Mac operating systems.

We recommend Macromedia's Fireworks for banner creation as it is a capable image editing program with excellent optimization functions.

Animation:

Animated banners get noticed more often than static banners and stand better chances of getting clicked. An animated GIF is a GIF89a file that contains multiple images that are displayed in a specified order within a single file . By adding frames your are adding to the file size - try only animating sections of your banner and keeping other regions static to help keep the file size down. Pay careful attention to the speed of your animated Gif, if it's too fast your viewer won't be able to get the message, too slow and this viewer may loose interest before you present the whole message.

Textural Component :

The Job of the text or copy on a banner is to make the best possible statement about the company or product that the banner is advertising. While you can use the visual element to grab attention and in some cases induce a click through, but more often than not the text on the banner is what make or break a click through. The main thing to keep in mind is to use the text to convey a clear communication to the viewer about the advantages of clicking on your banner.

To color on not to color:

The color choices that you make for your ad graphic is very important as it can work for you or against you. You'll have to limit your palette to keep the file size low and stay away from dark text on a dark background.

Colors mean different things to people in different regions in the world. While you might like purple, to parts of Europe it signifies death - Pink in India has negative connotations. While you can overthink this blue and green are very safe bets.

Try to use bright colors they seem to catch the eye better, and result in better CTR's.

Don't keep beating a dead banner:

Most sites have at least some repeat visitors and the more times a viewer see's a particular banner the less likely they are to click on it. One way to combat this is to generate three or four different banners and rotate them at the same time so that you have more that one shot at each surfer. Additionally you should consider changing your creatives every so often.

The Bottom Line :

The bottom line is that making effective ad graphics can be very involved process. If you don't have hours to invest we suggest you hire a professional. If you want to learn to create banners experiment , keep good performance stats, enjoy the creative process.

Tamara Poole is one of the ad designers at http://www.ad-designer.com and has been creating effective graphical ads since 1995.

How To Get More People To Download Your ".exe" Formatted Ebooks
By: David Hallum of MBN Interactive Publishing

Want to make sure people will trust you and download
your ".exe" formatted ebooks? Then have it reviewed
by a trusted and reliable source.

I had my ebook reviewed by ZDNet, they are one of the
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was "Trust me" others have downloaded my ebook and
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it on their "Hot Files" site. But then I noticed
that there was these red letters "NR" next to the
listing. I wondered what did these letters stand for,
so I click on them and it took me a page that explained

that the "NR" stood for "Not Reviewed" and/or "Not Rated"
Also on this page was instructions on how to submit
your programs or ebooks in my case for review.

I did, and got a four star rating. This is their
second highest. A five star rating is their highest.
At the time I wrote this article my ebook had been
downloaded 1,765 times from their site alone. And my
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Get the picture? Great! I knew you would...

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Don't Print, Publish It!

Stephen King is the horror story novelist who, together with his publisher Simon and Shuster, recently made his novel "Riding the Bullet" available in electronic format for only US$2.50. He has since made another book "The Plant" able to be downloaded in instalments (minus the publisher) at his website http://www.stephenking.com/ . So does this herald the death of books, newspapers and magazines in paper form? Well not quite but....

The reality of publishing is that it is incredibly more efficient to send bits and bytes via a communications line than physically printing information and distributing it via normal methods. But most people would say "I'd far rather read a physical book or newspaper than one of those electronic versions."

Electronic paper aims to display electronic text on thin, flexible sheets that look and feel like paper. The sheets are filled with millions of microscopic capsules that show either dark or light images in response to electrical charges. The latest technology touted by iridigm (www.iridigm.com) looks to micro-machine structures on glass that mimics the interference patterns seen on butterfly wings. Other companies such as E-Ink, MIT's Media Lab, Xerox and many others are pushing hard to make electronic or digital paper commercially available in two to three years time.

Presently most PC screens have resolutions of 70-80 pixels per inch(ppi) and are therefore harder to read than good quality print on paper which equates to around 300ppi. But what about a future where:

-- The electronic reading resolution was better than the printed type.

-- Your electronic reader was actually a piece of almost paper-thin material that you could roll or fold up and take anywhere.

-- You could store 50 normal size books on this electronic reader downloadable from the Internet at a fraction of today's paperback prices.

-- Your electronic reader could be configured to receive and store the overnight news, ready for you when you wake in the morning, or read the book or news aloud.

-- Your reader relied on a wireless Internet connection so that it could receive information from any location.

Would you still read off paper?

Another key point about digital text is that it offers ways to present information that go way beyond what paper can accomplish. TheTech museum in San Jose, California has a wonderful

section entitled the Future of Reading and something that caught my eye was the Speeder Reader This is an experiment in RSVP reading (Rapid Serial Visual Presentation) where words are presented one at a time on a screen. Using RSVP some people can read 2000 words per minute, compared with most people's reading rate that averages about 300 words per minute. Check this and the other experiments out at
http://www.thetech.org/exhibits_events/traveling/center_edge/xerox/xfr-red/xfr_guide.html .

The electronic books and readers available now include the Rocket eBook Pro at http://www.rocketebook.com/enter.html and the SoftBook Reader at http://www.rocketebook.com/enter.htmlhttp://www.softbook.com/ . However these are merely early examples of the way that we will receive information in the future.

If you are involved in any industry that publishes information or news then it is obvious that some real heavy strategic thinking is required.

For all other businesses this ongoing publishing revolution will affect you in many ways that you haven't thought of yet.

Alex Garden is director of NetInsites, a leader in Internet strategy and Web design for small to medium size companies. http://www.netinsites.com/
The NetInsites Fortnightly Newsletter includes a feature article, hot tips and pointers to cool Websites. Subscribe by sending mailto:subscribe@netinsites.com

Creating Ebooks from Start to Finish - Part 1
by Greg Spence

(c) 2000 Greg Spence.

If you want to succeed as an author on the Internet you have to learn how to write and produce Ebooks. They are inexpensive to produce, compared to their hard-copy counterparts, and can be downloaded and read online. This is becoming more important as large numbers of Internet surfers are looking for instant gratification.

The types of ebooks that sell well online are those of the "How to" variety. This is because over 85% of people online are looking for information that shows them how to do something. Having said that Stephen King, the well known horror genre author, recently released his latest book as an ebook and sold 400,000 copies of it on the first day!

How's that for exposure (and income).

At the Get Published! website http://www.getpub.com I provide a 4-step system that shows you how to publish, promote and sell your books online. This is the same system I use to successfully sell my own books. If you are interested you can find the system at http://www.getpub.com/pubonlin.htm .

Step 2 of the system provides resources and information to help you turn your latest creation into an Ebook. If you want to write an ebook but are short of ideas I suggest you take "The InfoProduct Masters course" which is a FREE 5-day email course that shows you how to create an ebook in just 10 days that you can then sell online.

To get the first lesson (it is FREE) send a blank email to timsget-published@sitesell.net .

CREATING THE EBOOK

Once you have written your book you then need to turn it into an electronic format that can be read on a computer screen.

This is achieved by investing in some Ebook creation software. Every day more and more such programs come onto the market and it is becoming increasingly difficult to decide which software to use.

To help you with this decision I have my favorite top 4 products. In this article I will discuss the first product, Adobe Acrobat. In part 2 I will discuss my remaining top 3 and make my recommendation.

Adobe Acrobat http://www.adobe.com - with this product it is possible for both PC and Mac owners to read your ebook.

You create your ebook by typing up your manuscript in a word processor such as Microsoft Word then Acrobat converts it into a PDF file, which stands for Portable Document Format.

You can include graphics and links similar to a web page to make it easier for your readers to navigate. You can also include links which jump to other PDF documents so you could have a separate table of contents and index with links into the main part of your ebook. Your links can even go to pages on the web!

You can distribute your ebooks on the web, for immediate download, on disk or even CD-ROM. Your readers will need to use the Adobe Acrobat reader in order to be able to view your ebook. This reader is free to anyone who wants it so this is not a barrier to sales.

Acrobat also includes some nice security features including the latest one which prevents readers from copying your ebook to other computers so they are not able to pass it to friends.

The one downside to Acrobat is its cost, around $249!

If you want to see what your ebook would look like before committing yourself you can convert several pages to PDF for FREE at http://createpdf.adobe.com .

SPECIAL TIP: There is a program that can create PDF files without you having to own Acrobat. It is perfectly legal and FREE but only runs on a PC. It is called Gymnast and you can get it from http://www.oakworth.demon.co.uk/gymnast.htm . It does not currently support all of the functionality of Acrobat.

If you want to see how effective Acrobat can be, then you should take a look at the ebook "Make Your Knowledge Sell" by ebook master Ken Evoy. He has turned Adobe Acrobat ebook production into a fine art and uses a lot of the power of Acrobat in this ebook. Take a look at http://www.getpub.com/myks/ .

By the way, this ebook is an excellent resource if you are seriously looking at producing and selling ebooks on the Internet.

In part 2 I will take a look at my remaining 3 favorite programs and give you my recommendation.

If you need any further help then visit Get Published! and use the Get Published! Online system at http://www.getpub.com/pubonlin.htm .

Don't forget you can get a jumpstart and create an ebook from scratch by taking "The Infoproduct Masters course" a FREE 5-day email course on how to create an ebook in 10 days.

Send a blank email to timsget-published@sitesell.net and receive the first lesson today.

Good luck with your publishing venture.

Greg Spence
Get Published! Online Website

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website and follow our simple 4-step system at
> http://www.getpub.com

Creating Ebooks from Start to Finish" Part 2

by Greg Spence

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In part 1 of this article I discussed Adobe Acrobat and how it can be used to create your own ebooks. If you missed part 1 you can get it at http://www.getpub.com/issue25.htm .

In this final part I will take a look at my remaining top 3 ebook creation products and give you my recommendation.

Hopefully by the time you finish reading this final part you will have a clearer idea as to which product is better for your needs.

CREATING THE EBOOK

Hyper Maker http://www.bersoft.com - this turns your HTML web pages into a standalone ebook. This means that it can have web page links, graphics, formatted text and everything else that you can put on a web page.

Your readers will require a web browser to view the ebook. Not a problem if your readers found you on the web!

You can also password protect individual pages which is great if you want to send out your ebook with some of the chapters available as a demo. Once the reader pays for your ebook you can then send them a password to unlock the rest of the ebook.

One downside is it cannot be used on the Mac and it costs around $195.

Neobook Professional http://www.neosoftware.com/nbw.html - this is a great option if you are just starting out on the ebook road. It compiles ebooks from plain old text files so you don't have to know HTML or any other type of programming. It also comes with its own reader so your

customers do not need anything else in order to read your ebook.

Downsides are it is only available on the PC, it does not have a password protection feature, and the cost is around $199.

E-ditor Pro http://www.getpub.com/epro/ - this product is similar to Hyper Maker in that it compiles HTML web pages into an ebook which can then be viewed via a browser.

It is possible to password protect individual pages or the entire ebook, and you can include links to other pages of the ebook, links to web pages, and many multimedia options as well.

Your readers will require Internet Explorer to read the finished ebook.

Downside is the software only runs on the PC. However the cost is around $69.95 much cheaper than its competitors.

MY RECOMMENDATION

If you can afford it Adobe Acrobat provides the most professional looking ebooks around. Just look at what Ken Evoy has done with this tool http://www.getpub.com/myks/ .

A cheaper alternative that provides similar functionality is E-ditor Pro. I recommend this tool in Step 2 of the Get Published! Online system.

You can learn more about it at http://www.getpub.com/epro/ .

HOW TO MAKE YOUR EBOOK DOWNLOAD SLICK

Once you have finished your ebook you then need to make it available on the Internet so your readers can download it.

Make sure that the ebook file is compressed so that the download time is kept to a minimum. This is especially important for people living in Europe who generally pay by

the minute for their telephone calls whilst connected to the Internet!

There are two programs you can use for this.

Winzip http://www.winzip.com - runs on the PC and can both compress your files and put them into a self-extracting file. When your reader clicks on the file it will install itself to any directory they select on their PC.

You can get a shareware evaluation copy from their website.

Stuffit Deluxe http://www.aladdinsys.com/deluxe/ - does a similar job to Winzip but runs on the Mac.

SUMMARY

So there you have it. Once you have written your ebook and selected your ebook software you can go into business selling your books online and reach a truly global audience.

If you need any further help then visit Get Published! and use the Get Published! Online system at http://www.getpub.com/pubonlin.htm .

Don't forget you can get a jumpstart and create an ebook from scratch by taking "The Infoproduct Masters course" a FREE 5-day email course on how to create an ebook in 10 days.

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Good luck with your publishing venture.

Greg Spence
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or visit our
website and follow our simple 4-step system at
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Top 5 of Budget Promotion Online
by Azam Corry

1. Search Engines

A controversial first choice perhaps. Nevertheless, more than 60% of surfers use search engines as their primary means of locating web sites. With approximately 180 million people online, that's an awful lot of free traffic.

Agreed, that may be of little use to you if your site covers a popular subject. There will be a lot of competition, and you'll need to spend a substantial amount of money - or time - to be ranked in a position that will bring you any visitors at all.

However, if you have a highly targeted niche or theme site, traffic from search engines can be substantial. Learn the basic search engine likes and dislikes, build some link popularity (directory listings are good for this) and you will get visitors.

2. Submitting Articles to eZines and Newsletters

Costs nothing and brings results. There are hundreds of thousands of ezines and newsletters published every month. They all need content, so most editors are interested in good articles.

Write informative pieces, and avoid self-promotion. Most email publications prefer articles in the 500 - 800 word range, which really isn't a lot once you get going (but avoid rambling). Don't use overly ornate or technical language, and be sure to double check for spelling mistakes and grammatical errors.

Gradually build up a list of publications that reach your target market, and submit frequently for best results. You can even offer to write special 'exclusive' or 'first run' pieces for publications that have a large circulation.

Add your details and contact information to the end of the article. Make it a low-key advertisement, and mention any special offers or 'freebies' you may have. Keep it brief, usually around five or six lines.

If you need more help on the effective use of articles as a promotional tool, "The Ezine Marketing Machine" by Rick Beneteau,

is devoted to the subject: http://www.NowSell.com/emm.html

3. Pay-Per-Click Search Engines

The concept is simple: write your own title and description, select a keyword searchers must enter for your listing to appear, and bid against other site owners for its rank in search results.

The amount you bid is the amount you will pay for each click on your listing (sending a visitor to your site). The more you pay, the higher the listing will appear, and the more visitors you'll get. Good value for money unless you are concentrating on very popular keywords.

Although you might not get much traffic at 1 or 2 cents per click these days, cost compare favorably with ezine advertising. For example, $10 CPM (Cost Per Thousand) is a reasonable price to pay for an ezine sponsor ad (some cost less, many ask more). With a good response rate of 5% you are paying 20 cents per click.

However, that response is not guaranteed. With the wrong ad or location it could be almost nothing. Using a PPC search engine, there is no risk. You only pay for visitors, not eyeballs.

Most of these search engines also have agreements with other sites to display their results, and extensive affiliate networks, both of which significantly increase exposure.

For best results, bid on as many (relevant) keywords as you can. Hundreds, thousands even. Don't ignore a term because it is only searched for 100 times a month. The top position will only be a few cents, and listing under 200 keywords like this will give you prime positioning in 20,000 searches every month.

4. Advertisements in eZines and Newsletters

Identify publications that target the market you wish to reach. Whenever possible, test the suitability of a publication by running an ad with proven results in other locations (you MUST habitually track the effectiveness of any ad you create).

Go for classified ads (or even ad swaps) first. If you are getting a good response, consider moving your ad to a more prominent sponsor (stand-alone) position. The top slot pulls best, but that also means you might be able to get a bargain on

middle to bottom positioning.

If you are buying more than a single insertion (remember: most people need to see ad an several times before responding), don't be afraid to negotiate the price. The vast majority of ezines would like more paying advertisers, and have what is termed "unsold inventory."

It's very difficult to directly sell something from a few lines of text. Aim to generate enquiries for further information - to a web site or autoresponder address - and do your selling from there.

5. Link Exchanges

Not to be confused with banner exchanges. Average banner click through rate is about 0.05% (1 click for every 2000 viewings!). Your home-made job will probably do even worse. Use text links. In context whenever possible. As strong headlines if not.

Target non-competitive sites with related themes. Choose the most popular, high traffic sites you can. Investigate sites that come near the top in relevant searches. Not only will these send you more traffic; they'll boost your link popularity ratings at the search engines, increasing visitors indirectly.

When requesting a link, send the complete html code for the site owner to copy and paste, as well as the URL to the page on your site containing their link. Use keywords in the link text you provide: Google considers these for relevancy and supplies the Yahoo web search results. Uniquely code each link so you can track and compare traffic from linked sites.

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Azam Corry owns Now Sell! A mine of helpful information, tools and resources for budding Netrepreneurs. Rated 3-star by Go.com. Recommended by About.com. Visit: http://www.NowSell.com/?T5BPO
==> If you are doing business online, you'll enjoy his Biz Bits ezine. Subscribe today at: mailto:BizBits-subscribe@topica.com

7 Powerful Ways to Boost Your Existing Traffic!
by James Low,
http://www.webmasterzine.com

1. Encourage Bookmarking

More than 40% of website traffic comes from bookmarked repeat
visits. Are you taking advantage of this popular browser feature
by encouraging your visitors to bookmark your site.

Adding a simple teaser like 'Press Ctrl + D to bookmark this
page' can boost your repeat traffic.

2. Offer Free Content

Why do first time visitors come back again? For content! If your
site have useful information which appeal to your target
audience, they will add a bookmark and come back regularly.

This can make or break your website. You must publish high
quality free content that interest your target audience. And
update them regularly.

3. Hold Contests & Draws

Hold contests. Offer valuable prizes that appeal to your target
audience. If you site attracts photography buffs, offer a free
state-of-the-art camera as first prize.

The visitor who sends in the best photo will win. Or you can hold
a lucky draw.

At WebmasterZine.com, I offer visitors the chance to win 100,000
banners ads. My target audience are webmasters and site owners,
they sure would love 100,000 ads to promote their site. Check out
our draw at http://www.webmasterzine.com

4. Offer Greeting Cards

Greeting cards have tremendous marketing power. When people visit

your site, they can send free electronic greetings to their friends. And when their friends receive the cards, what do they do?

They visit your site to view the card. Traffic!

With many free card sites out there, secure a niche by offering cards related to your website theme. Offer unique cards which appeal to your audience and you will attract targeted traffic.

5. Add A Discussion Board

After you have got some steady traffic, keep them coming by encouraging your visitors to participate on your site. Build a sense of community.

Offer a discussion board. They can discuss topics related to your website theme. People love to interact online. If you build a successful discussion area on your site, it can boost your traffic and keep visitors coming back.

6. Recommend Your Site

Leverage your existing traffic by adding a "Recommend Our Website" or "Tell Your Friends About Us" function.

If your visitors like what they are reading, they can tell someone about it. Similarly, if you offer free articles, have a "Tell A Friend About This Article" function.

Word of mouth is an extremely effective form of advertising ... and it's free!

7. Start an Ezine

Do you have a newsletter that your visitors can subscribe to? Starting your own ezine is the best way to keep your existing visitors coming back.

You can include site updates, articles, news, or other information which appeal to your target audience.

In addition, you can sell advertising space in your ezine when

you have over 1,000 subscribers.

James Low is the Editor for WebmasterZine.com. They provide FREE
articles & resources that can help your website succeed online.
Join their *FREE* Draw and WIN 100,000 Banner Ads for Your Site!
Go to http://www.webmasterzine.com

Things to do before you distribute your E-book on the Internet

By Dirk Dupon

If you want to have people buy, download or read your
E-book, there are a few rules that you need to follow.

The purpose in following these rules is to ensure that
you will send out a perfect E-book of high quality.

Of course you already know that your spelling, grammar
structure and link relevance should be checked twice to
guarantee an excellent product.

But here are the very first steps for you to take before
you submit your E-book to the rest of the world.

First you have to write and prepare your HTML-pages,
using your favorite HTML-editor.

Do this just like you create a web site. Put all your pages
and images in one directory on your hard disk, give it the
name of your E-book, and make sure that you make a back
up copy of them, in case something worse happens to your
PC system.

-You wouldn't believe how many people forget to make
back ups, and find themselves in complete disaster when
bad luck strikes. Think about all those hours of inspiration
and transpiration that get wasted!

If you design your E-book pages, try to focus on being
consistent and informative. Make it easy for your readers
to navigate trough your book pages, or they will skip your
material. Put navigation links on every book page.

Do not use too many colors or fancy buttons. Or have you
ever seen newspapers or magazines with orange text
on a yellow background?

There's no need to revolutionize the way publishing is
done with your E-book.

Check and re-check to see if all the hyperlinks or forms

work, and if all the images show up correctly. Many people forget to link the images or banners to the home directory.

Try to limit the use of images, because they take up a lot of space, and your E-book should not be too large to download. Put your ad banners (if you use any) at the bottom of your book pages. Do this to not distract your readers.

Then you have to create an opening page. This page shows up first when your E-book gets clicked on.

Be sure to place your E-book title in it, and make an index of all the different pages or chapters. Name this page "readmefirst.htm" so that you know which page you have to use to start.

Then you're ready to compress all your HTML-pages and images into an E-book format, using your E-book formatting software.

If you want to create your E-book in .pdf format, you can do it for FREE at the Adobe web site:
http://cpdf1.adobe.com/index.pl?BP=IE

(Their service lets you convert a wide variety of documents into Adobe PDF files that anyone can view using the free, widely distributed Adobe Acrobat Reader.)

To reduce the size of your E-book, compress it into a .zip file. Click below to get the software to do it, if you don't have WinZip already installed on your PC. -It's free to download at: http://www.winzip.com

The last step is to upload the E-book.zip file to your web server via FTP, and create a great sales or download page where your web site visitors can obtain a copy.

That's all it takes. Happy promoting!

Dirk Dupon owns http://www.smart-web-promotion.com He also publishes a newsletter called SmartPromotion, with lots of clever tips and tricks to make online promotion easy. Join

for FREE: mailto:smartpromotion-subscribe@egroups.com

8 Steps to Self-publishing Your Own Book

Phil Robinson
phil@bpic.co.uk

I wanted a book I could sell through my web site (http://www.bpic.co.uk)
to help manufacturing companies with planning and control and
also give away on our training courses. Self publishing is not
difficult PROVIDED you know what you are doing. From my
experience here are the 8 steps to publishing your own book.

Step 1 - Write the book - this, believe it or not, is the easy
bit, most people have a book in them when they get round to it.
n.b. I am sure e-publishing will not replace books in my lifetime.
Books are the most commonly bought item on the internet, what
does that tell you?

Step 2 -Think of a really good title - I called mine "Business
Excellence" but I am sure a title like "Sacred Cows make the best
Hamburgers" or "Quality is Free" would have sold better.

Step 3 - Get an ISBN number from your country's Standard Book
Numbering Agency (e.g. Whitaker, 12, Dyott Street London in the
UK) - you cannot get far without this and it costs nothing.

Step 4 - Get a good cover designed by a professional. Nearly
half of my printing cost was the cover but it was worth it.
The cover design and printing was the slowest part so start
early.

Step 5a - Look for a publisher - this should be the easiest way
but no publishers were interested in my book unless I could
pretty much guarantee sales in which case they would charge
about £35 per book and give me a 10% royalty on sales including
any I bought and/or sold myself. I discovered that in the UK
only about 0.5% of books written ever get published, 5% of the
books in print account for 50% of the sales, it takes on
average 2 years to get a book from agreement to the bookshelf,
promotion for a new author is only about £200 and selling 2,000
copies is seen as a big achievement! Pretty depressing stuff for
someone who has devoted every free moment for a year to writing
his or her masterpiece.

Step 5b - Give up on publishers, do it yourself - get quotes from 2 or 3 local book printers for 2,000 copies in paperback form. Don't worry about selling them all. I decided to sell my 250 page book for £14.90 and broke even when I sold about 300 (i.e. £4,500).

Step 6 - Get your partner, friends and anyone else you know to proof read the book. However many times you proof-read some mistakes will still slip through!

Step 7 - Print the book in camera ready copy to be sure you know what will be printed, using a laser printer (600 dpi minimum), on high quality printing paper (e.g. Mellotex) which the printer should be able to provide. Camera ready copy has the advantage over supplying material on a disc that you can see and correct mistakes with illustrations or layout before printing. Most printers will print exactly what they receive (if you are lucky), they will not correct obvious mistakes or lay out the page, so you must give them exactly what you want printed including a diagram showing where you want the print on the page. Print on A4 or quarto in the aspect ratio you want and they will reduce the print to fit onto the page size you specify. Look at your favourite books for size and layout ideas.

Step 8 - Promote the book on your web site, this is the fun bit. I have listed my book along with other relevant books and have direct links to Amazon.co.uk (see www.bpic.co.uk/books.htm). Print reviews, endorsements and extracts, 3 of each if possible on a detail page, have a look at www.bpic.co.uk/be_book.htm which sells about 80 of this technical book p.a. through the web from about 1,500 page views p.a..

Conclusion - Self publishing is not difficult if you follow the 8 steps above but do not expect to make your fame or fortune writing a book. Having a web site helps to sell but few authors break even so publish for fun, prestige or, like me, as an additional source of business leads. The old saying goes that to make a small fortune as an author you need to start with a large fortune!

Phil Robinson is a business consultant specialising in manufacturing planning and control.
Phil also teaches "Business Excellence" on public courses with MRP Ltd. and on his own in-house, private courses including MRPII, ERP, JIT and TQ.

Please visit Phil at : <http://www.bpic.co.uk>

10 Tips for Creating More Responsive Headlines Instantly!

Duncan Carver
carver@paradise.net.nz

Here are 10 tips for creating more responsive headlines that you can begin to put to use instantly...

1: Differentiate From Your Competition

It's a good idea to spend some time analyzing the
headline style and approach that all your major competitors take. You should try to stand apart from
the crowd and make your headlines as unique as
possible. They way that many common products
and services are advertised creates a rather generic
tone, and headlines which are all very similar are
not going to create the impact and appeal your trying
to achieve.

2: Use The Present Tense

When using benefits in your headlines ensure you keep them in the present tense. A prospect will have no
interest in the benefits that could be achieved several years ago. They need to be reassured your benefits
can be obtained today and continuously into the future. This will make your offer much more real and
obtainable to all your prospects.

3: Use Sub-Headlines

The use of sub-headlines can help to reinforce your
main message. A sub-headline might stand alone from your main sales
letter or actually become the first two
or three sentences of it. This will help to add
believability and further interest your prospects.

4: Your Main Selling Point

Your headlines must be able to stand apart from your main sales message
and still be understood. Deliver

your main selling point in your initial headline and then continue
delivering further benefits in all sub-headlines
you use. Your prospects should be able to understand
the benefits of your entire offer by reading your headline and
sub-headlines alone.

5: Combine and Conquer

A power technique to use is to combine three of
your top benefits into one coherent headline. Choose
the most valuable claims and benefits and work them together into a
single statement.

6: Keep It Credible

If your headlines sound unbelievable they will fail.
Any claim you make in your headline needs to be
kept 100% true and believable. If you make extremely bold statements
it's a good idea to back them up
with the facts in your main sales message. A respected third party audit
showing the claims you make are in
fact correct are extremely convincing.

7: Prospects Want Benefits

Prospects are rarely sold on features alone. They
want to know about the obtainable benefits. What
does your headline promise the reader? What's in it
for them? Remember that a feature is something your product does and a
benefit is something that that
features does for the prospect.

8: Lead-in Statements

Short opening statements can help to introduce your prospect and prepare
them for the major benefit your headline is about to deliver. This can
add greater
impact and help to increase readership of your sales letters.

9: Directly Address Your Audience

Directly addressing your targeted audience adds
greater appeal. It also allows your prospects to
relate to your offer in the way that is more appealing
to the individual prospect. If you have a previously established
customer base and are trying to sell them

a backend product or service, then you might even consider addressing them by their first name. A
prospect that sees his or her own name in the headline
will be extremely receptive to the message that follows.

10: Call Your Prospects To Action

Encouraging your prospects to perform an action can really help to increase responsiveness. Try to issue a direct command in one of your headlines that will turn
the Joe Bloggs reader into an active participant.
Asking a question provokes a conscious (or otherwise) reaction in your prospects, and encourages
participation.

Try applying these tips the next time you need
an effective headline and watch your response
rates soar!

---------------About The Author--------------

Duncan Carver is the CEO of Internet Marketing Innovation Ltd. A Company dedicated to providing innovative and affordable marketing solutions.

Visit his web site http://www.onlinemarketingtoday.com
for hundreds of free articles written by some of the
most professional online marketers of our time.
Exchanging Ideas!
http://www.onlinemarketingtoday.com
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10 Tips For Promoting Through Ezine Articles

Copyright 2000 by Michael Southon

What's the most powerful marketing technique on the Web?
Search Engine positioning? Perhaps. But did
you know that some of the most successful web
marketers don't bother much with the Search Engines?

They put most of their effort into another technique
that's just as powerful and is much more under their
control.

They write Ezine Articles.

There are tens of thousands of Ezines being
published every month, with a collective audience
of millions.

And the editors of most of those Ezines are all
looking for quality content for their newsletters.

If you master this technique you can get your name
and your website URL in front of 100,000 or even a
million readers.

Right now there's a shortage of good Ezine Articles.

So if you write well and you know how to do
research on the Internet, there's a huge market
waiting for you.

But there are some tips for writing and publishing
Ezine Articles. Here they are:

(A) Writing Your Ezine Articles:

(1) Pick a topic that you know something about
(however little) and then go to the Search Engines
and find as many websites as you can that deal with
that subject.

As well as collecting information for your article,
make a note of any URLs that offer free resources
dealing with the topic of your article. Include

those URLs in your article.

(2) Once you've done the basic research, write the
title of your article in the middle of a blank page
and circle it. Then jot down your information in lines
that radiate out from your title, like the spokes of
a wheel. This technique is called 'Mind Mapping' and
it's a very effective way of organizing your ideas.

You can find more information on Mind Mapping at:

http://www.mind-map.com/

(3) An increasing number of Ezine Publishers will not
accept articles that are promoting a product you sell.
So, keep your article free of affiliate links; avoid
mentioning any products or services for which you
receive a commission.

(4) At the end of your article, attach a 5- or 6-line
'Resource Box' that includes your website URL and/or
your email address.

(5) When you have finished your article, do NOT send
it off straight away. Let it lie fallow for 2 or 3
days and then come back and read it again. You'll be
amazed at the improvements you can make. Those final
improvements are what makes the difference between an
article that gets published and one that doesn't.

(B) Publishing Your Ezine Articles:

(6) There are two ways of getting your articles
published: 'Individual Submissions' and 'General
Distribution'.

'General Distribution' will get your article in
front of many more readers, per unit of effort
expended, than 'Individual Submission', and I
suggest you use this method before making
Individual Submissions.

There are basically two kinds of 'General
Distribution': Announcement Lists and
websites.

Here are some Article Announcement Lists:

article_announce-subscribe@egroups.com
free-content-subscribe@onelist.com
publishinyours-subscribe@onelist.com
articles_archives-subscribe@egroups.com

Here are some Websites that provide Free Content
to Ezine Publishers:

http://216.147.104.180/articles/submit.shtml
http://www.ezinearticles.com/
http://www.ideamarketers.com/
http://www.isyndicate.com/
http://www.mediapeak.com
http://www.MakingProfit.com/articles/
http://www.web-source.net/articlesub.htm

(7) Once you've used these 'General Distribution'
techniques, then submit your article to individual
Ezines.

However, before making individual submissions,
find out (a) if the Ezine Publisher accepts article
submissions, (b) what the Publisher's guidelines
are for article submissions.

My free Ezine Directory gives you this information,
'The Free Directory of Ezines':

http://www.netmastersolutions.com/

I have also produced an eBook called 'Get Published!
The Directory of Ezines that accept Article Submissions'
and you can download it free at:

http://www.netmastersolutions.com/getpub.html

(8) Format your article to 65 characters per line and
make sure it contains no spelling mistakes. With the
availability of spell-checkers there's really no excuse
for spelling mistakes. If your article does contain

spelling mistakes, many Publishers will just discard
your article.

(9) Don't submit articles to the same Ezine Publisher
more than once a month.

(10) Address the Ezine Publisher personally, and
make sure that the message accompanying your article
is very courteous - you're asking the Publisher to
read your article and give you some of her valuable
time and she probably gets dozens of article
submissions a week.

Every success to you!

Michael Southon is the publisher of
'The Free Directory of Ezines'
http://www.netmastersolutions.com/

He is also the Editor of 'FreeZine Express',
a twice-monthly newsletter that brings you
details of new Ezines added to the TFDE
as well as Articles and Tips on Ezine
Advertising and Ezine Publishing.
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mailto:FreeZineExpress-subscribe@topica.com

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box must remain with the article just as it appears.

10 High-Impact Viral Marketing Strategies!
by Larry Dotson

Viral Marketing is allowing people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use. Below are ten high impact viral marketing strategies:

1. Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article.

2. Allow people to use any of your freebies as free bonuses for products or services they sell. Include your ad on all your freebies.

3. Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board.

4. Allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site.

5. Allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory.

6. Allow people to provide your free online service to their web site, visitors, or e-zine subscribers. They could be free e-mail, e-mail consulting, search engine submissions, etc.

7. Allow people to give away your free software.

Just include your business advertisement inside the software program.

8. Allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site.

9. Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or e-zine subscribers.

10. Allow people to give away your free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.

40,000 FREE eBooks And Web Books when you visit: http://www.ldpublishing.com As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter visit his web site to subscribe and place a FREE Ad! http://adv-marketing.com/business
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L.D. Publishing
http://www.ldpublishing.com/

Are You Losing The Search Engine Game?
by Bob McElwain

Many wannabe and newbie webmasters tend to view search
engines as their salvation. While certainly important, they can
not generate the traffic some hope for. Other marketing methods
must be employed as well.

One problem that wasn't as much a factor a year or two ago
lies in the move of offline businesses to the Web. Many come
aboard with ample resources. They are prepared to spend dollars
in significant chunks. Many hire professionals to obtain good
search engine rankings.

Can You Beat The Pros?

Face it. You are maintaining a site and growing a business.
You need to devote ninety percent of your day to marketing. This
doesn't leave much time for mastering the intricacies of search
engine positioning. It's likely the pros are going to beat you
every time.

With each passing day it is more difficult to obtain top
positions with a given keyword. Competition continues to
increase for any phrase selected. And more and more
professionals continue to climb on board with no end in sight.

That Elusive #1 Position

The dream of being #1 is only that: A dream.

Suppose you do get a page to #1 with a given keyword on a
particular search engine. How long will it remain there? Not
long, if the keyword is of interest to others.

Why? Because lots of people are looking for the top spot,
including the pros. Your page will be analyzed in detail until
a way is found to beat it. At some point, other submissions
will out rank yours, and you will begin to lose ground.

Forget it. There are far more important things to do than
worry about getting or maintaining a #1 position.

So I Should Forget Search Engines?

No. Just forget about being #1, or even in the top ten.
There are not enough hours in the day to make search engine
positioning a high priority. The better plan is to devote what
time is available to building pages designed to rank well.
Submit them. Then move on to more important things.

To put this another way, be content with any page that ranks
in the top 20 on a couple of search engines. And realize that no
page will rank as well on all of them. Further, accept the fact
that many pages will not rank anywhere near the top.

You can win the search engine game, but only if you accept
the above or a similar view as victory.

So How Do I Do That?

First, write your pages for your visitors, not the search
engines. Only when content is ready for your visitors, should
you even consider search engines.

Then consider each relative to your keyword list. You may
find a couple that will rank pretty well with a given keyword
just as written. Fine. Edit the title, description and keyword
tags to emphasize this keyword. Maybe try to work it into the
copy a couple more times. But do nothing that disturbs the flow
of the message to your visitor.

What If That's Not Enough?

Build entry pages, often called gateway or doorway pages.
While there are many approaches to this task, I prefer the
following because it leads to pages that can be freely submitted
without risk of them being labeled spam. It goes like this.

Look at your keyword list and select one you can use
repeatedly while covering a topic of interest to your visitors.
The idea is to build great content, so repeated use of the word
must not detract. Be guided (but not driven) by the following.

> The content of the Title tag is likely to be the title used
in a search engine listing. Thus it is mandatory that it be a
headline that draws readers into your description. While holding
firmly to this objective, use the keyword as close to the
beginning of the title as possible.

> The content of the Description tag is likely to be what the

search engines will use in the listing. Here the objective is to assure the searcher clicks to your site. This is pure advertising copy: it must compel the searcher to click the link. Again, while holding firmly to the goal, use the keyword as close to the beginning of the statement as possible. Use it a second time only if it makes sense to do so.

> Include the keyword and variations in the Keyword tag as a suggestion to the spiders of what to expect on the page.

> In the body of the page, use the keyword in an H1 tag at the top of the page, and in subheadings as possible. Again, position the keyword as close as possible to the beginning of each statement. But remember your visitors will read this content. Avoid awkward statements created in hopes of making spiders happy.

> Within the content, use the keyword as often as you can without detracting from readability. Again, as close to the beginning of paragraphs as possible. And in the last line on the page. Recommendations vary, but I get good results when the keyword is 2% to 3% of the copy. Some recommend as high as 10%, but I find that at this density, the value to visitors is lost.

So Now What?

Submit the page and get on with business. If it places well, great. If it does not, and you can spare the time, create another page.

At some point, however, let it be. Get on with other marketing efforts. In the end, tools such as advertising will provide far more targeted traffic than the search engines can deliver.

_____

Bob McElwain
Web marketing and consulting since 1993
For Newbie-Friendly Site Stuff, subscribe to "STAT News."
Send any email to <mailto:join-stat@lists.dundee.net>
Learn HTML in 3.5 hours! FREE! Download your Kit now.
<http://sitetipsandtricks.com/sitekit.html>

Crazy About The eBooks!!
by John E. Booth

eBook. You see the term spelled many different ways:
e-book, Ebook, E-book, ebook. "What is an ebook?"
The term stands for "electronic book."

"How can an ebook help me?"

Do you have expertise for an area such as writing, crafting, technical?

Imagine the traffic, a popular e-book can bring you.
Especially if it's a freebie from hundreds of web
sites.

Keep in mind though, of the value and demand of the
topic you'll present. Is it of high interest? Is the
target audience large? Is your e-book worth charging
money for?

Also, are you capable of creating an ebook that looks
professional? Very important.

How are your writing skills? Don't be afraid to ask
for help from a friend.

But don't let these factors scare you. Just use some
good sense.

In fact, I've read some very grammatically (is that right?) poor ebooks, but the information contained in
them was worth paying for. But still, try to make it
look good!

Just by assembling a collection of web pages regarding
the same topic is your starting point. Then with just
a few clicks you've made an ebook.

Whether your business is online or not. You CAN
incorporate ebook usage into your business.

Imagine making available a full color catalog to your
customers, that they view on their PCs. Photos, an
audio introduction, an easy to use graphical interface
using frames (if you're familiar), menus, and more.

Sure beats printing costs. Try to find a printer to
make a limited run of color catalogs vs. the small cost
of a floppy disk. ?????

Your expertise is screaming for the creation of an
ebook!!

Would you like an example of an ebook? (in case you're
still wondering what I'm talking about) Go see one of
mine at http://www.sohohelper.com/loops and download
the free demo just so you'll have a better idea of
what's possible.

You can use any html editor to create your web pages,
which is simply what an ebook is comprised of. Just
assemble them and have a starting page with an index,
make it suit your taste, and you're set.

There is no better way to promote that book you've been
wanting to write. Now you don't need a publisher, just
a small website to promote it. There are many free
website services out there.

You can employ security features that allow someone to
say, read the first chapter, but have to purchase an
unlock key to buy the rest of the book. This way the
person can have a look before making the purchase.

Have I gotten your attention yet?

The software which I use and highly recommend is called
E-ditor Pro. It's inexpensive and is really quite
powerful and versatile. Visit Miguel Alvarez's website
at http://www.e-ditorial.com/ebook.cgi?id=Jeneric
for more info.

Now, you'll also need a book cover graphic. This
really stimulates downloads because people can relate
a downloaded product to something that's tangible.

The folks at Virtuapack.com do some really excellent
work at have a really special deal right now. Go to
http://www.virtuapack.com/click.htm?id=egraphic to see
some of their impressive graphic creations.

Here's my other site that incorporates an ebook graphic
http://www.MuzikBizMaster.com , See what I mean?

You can take your knowledge or skill, fine tune the
text a little, put it on a webpage, add graphics, and
PRESTO! An eBook. Neat and professional.

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I've just made these eBook titles up, but they are all
topics of great interest that you can convey with just
as much detail as you like. The more informative the
eBook, the more value it may carry for the reader.

Understand?

What are you waiting for? Get started on that eBook
project right now!

About The Author:
John E. Booth is the Webmaster of
http://www.sohohelper.com . SOHOhelper.com provides
resources, products, and information helpful for
operating a successful small or home business.

Creating Your Own E-book For Distribution
By Libby Sinclair

Creating your own e-book is an excellent way to generate traffic to
your site for free. Information products are the hottest items on the
internet right now. They are packed with great resources and your
visitor has immediate access to the information. Your e-book will
contain links back to your website so every time someone downloads your
e-book, you are creating instant traffic for your product or service.
Of course, you have to write an e-book that people want. Here are some
tips to get you started;

1. Choose a subject to write about. Select something you enjoy or want
to know more about. You also want to write about something your
visitors are going to be interested in as well. Once you have
decided on a subject that interests you, head over to GoTo's Search
Term Suggestion page at
http://inventory.go2.com/inventory/Search_Suggestion.jhtml
Type in your subject and you can see how many people searched for
your term. Try different keywords until you find one that will
bring you results.

2. Now you need to start collecting the information to put in your
e-book. Go to any of the popular search engines and type in the
subject of your e-book. Pick out some of the more popular websites
and contact the website owners. Ask the website owner for permission
to use their website and/or links in your e-book. This is a win-win
situation. You get the information you need and it's free publicity
for the website owner. You can also add a link on your homepage or
in your newsletter asking people to contribute their links.

3. Once you have all of your information collected you have to start
oragnizing it. Create a new folder on your computer and label it
"Ebook". All of your html files/pages for your e-book will go in
this folder. Start by creating a table of contents page. Divide
your subject up into different categories and start creating pages
for each category. You should now have quite a few html documents
in your "Ebook" folder containing your table of contents page as
well as all of your category pages.

4. When visitors download your e-book, you will want to provide them
with links back to your site. You may choose to use text links

throughout your e-book, however, you will probably want an attractive banner and/or logo on the cover. Here are a few places you can create your own banner or logo online for free;

Cool Text - http://www.cooltext.com
Create your own customized logos for free.

Instant Online Banner Creator - http://www.crecon.com/banners.html
Create your own custom banner. Excellent banner template selection

5. Now it is time to put everything in e-book format. Fortunately there are a lot of products available that will do this task for you. I've listed below some of the free and low cost e-book creation products/services available;

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This software will compile and create your ebook. $39.95

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How To Get The Most From Your Free eBook Marketing Campaign!
by Larry Dotson

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The-eBook-Directory
http://www.the-ebook-directory.com

Books N' Bytes
http://www.healthandmoneytips.com/book.html

Carvers Internet Marketing E-Book Center
http://carver.bizland.com/

These web sites also offer more information about
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discussion forums where you can ask questions
and learn more about ebook marketing.

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Why E-Books Can Make You An Electronic Millionaire!
Allen Says

Once you get an eBook circulating on the Internet there is no such thing as stopping it. It will grow and advertise your site on its own to thousands and possibly millions of people for years.

Mark Joyner, a fellow Warrior and the author of "Killer Tactics", created an e-book about search engines that has been downloaded over 1 Million times!

Plus it was awarded 5 Stars by ZDNet.

How many more downloads do you think that got for Mark?

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2. Create a page with your free e-book on the Special Report Network and get 1000's of other sites to promote your e-book for you.
http://www.special-report-network.net

3. Contact high traffic sites directly and ask them to list or host your book for their visitor's. You will find those that will accept your offer.

4. Annouce the e-book in your sig file, in your emails and in posts to forums that deal with the subject of your e-book.

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Because e-books are on the Internet, they have the potential for what is called "exponential growth". Which means the e-book can multiply upon itself without restriction and in all directions at once.

To your success...

Allen

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To learn more about the Internet Marketing Warriors visit:
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You may surprised at some of the Heavy Hitters you find in our Private, Members Only Forum!

Allen Says
allen@privatesites.com

Internet Marketing Warriors
http://www.privatesites.com/warriors/Oh1999/

Killer Marketing with Ebooks

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The linguistic trap that an ebook is an "electronic book" is both limiting and incorrect. Let's dispose of that notion right now. An ebook is actually a portable web site! And depending on the creator software used, an ebook can maintain the "functional" characteristics of a web site as well.

Where server side functionality is required, such as the processing of CGI scripts, the user need only go on line. Presto! With this more accurate definition in mind, let's take a closer look at how ebooks can be used as a solution to several marketing problems.

1. As a Viral Marketing Tool

Ebooks can pass from one person to another without degradation and without cost. Each affiliate ebook can be individualized [coded] so the integrity of source business generated can be clearly maintained.

In addition, each ebook can notify the appropriate affiliate every time a subscription or sale is procured through that affiliate's ebook, regardless of the number of copies floating around.

2. As a Teaser for Generating Desire

Many ebooks are offered on a "try the first few chapters" basis. But what if you're not in the ebook-selling business? What if you're offering a paid sex site, or a subscription, or a secret "pay first" site?

The ebook can serve as a teaser, an invitation, a game card, a feedback device, a portal to similar sites, or a complete site where the balance of the site (the remaining content) must be paid-for to be unlocked. This keeps out the under aged, for example, where the content is audience sensitive. The entire work can be password-protected if necessary.

3. As a Brokering Device

Business on the Internet is highly competitive. Partnering and alliance-building can be highly effective for small budget businesses. The problem, however, is leveling the fairness in customer based targeting.

The ebook is uniquely suited to free-lance deal-makers by creating a platform, such as a catalog, where competitors can offer their wares to the same shared customer base. And let's not forget, advertising can be sold in ebooks too, thus bridging the gap for all levels of participation.

There are countless uses for ebooks as a marketing tool. The few above are just a tiny sample to show completely different situations with the ebook as a solution.

Plus, you'll notice that none of the above constitutes sitting down and writing a book! Of course, if your name is Stephen King you can sit down and write a short story and sell over 500,000 copies for $2.50 in less than a week. Another story altogether.

The point is simple. If you're in the business of marketing on the web, the ebook can be your personal, customizable killer marketing machine, without ever having to write one single book.

If gaining exposure is your problem, the ebook offers a tremendous array of solutions. You do not need to be a professional writer to take advantage of the "functional" value of ebooks. And it could certainly be worth your while to take a closer look at this wonderful interactive application that you can design for yourself "or" for your paying clients.

>>> ABOUT THE AUTHOR <<<

Dorian Greer is founder and President of METATROPOLIS, Inc., and has specialized in selling ebooks on the WWW since 1997, and has authored such ebooks as The Web Marketer's Target Market Finder(tm), The Business of Creating and Selling Ebooks for Profit(tm), and others. Copyright 2000 Dorian Greer
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How To Create Business Momentum Even When You Don't Feel In The Mood
By Malcolm Harvey

Creative people are a moody lot.

Many of the greatest literature works came out of times when the authors were at a low ebb. The very act of putting energy into a goal, an idea or a desire, places one on a roller coaster ride of emotions.

There are times when it seems that everything is just too much. Am I ever going to achieve success? Why can't I just be "normal" and give up? Why did I ever start this venture in the first place?

It's not unusual to feel a bit low, particularly after an accomplishment or a high. We all get 'writers block', 'ideas starvation', or just feel plain miserable.

So how do we control these feelings?

· Don't be surprised if your emotions take a ride.

When we step out of our comfort zone..well, it's uncomfortable! The mere act of moving ahead means that you are going into untried territory (at least for you!)

· Accept that it's OK to feel a bit fed-up or low sometimes.

Many times we pressurize ourselves by thinking that something is wrong if we are not performing at our peak. We might strive to push ourselves regardless of how we feel.

We look at other people and it appears as though they are always on top. Why can't I be like them? - The fact is that even the highest achievers have off days, it's just that they realise that its 'par for the course' and recognise when they need a complete break or to put a project down for a while.

· Plan for 'away days' or at least a few hours away.

Successful people are not workaholics. Make sure you make time for family and friends, or to just enjoy time for yourself alone, there's nothing wrong in that!

· Use the time for quiet reflection.

When you feel a little bit low, the best thing to do is to relax and just listen. You might receive some great ideas or intuitions if only you would shut up for a while!

· Don't beat yourself up.

You cannot always be in a state of flow. Even with a deadline approaching don't panic. When you feeling under pressure, pause for a moment, break your focus and remember the good time you had when you were last on holiday (for example) and feel those same feelings you had at that time. You will be amazed at the new found energy you will have.

· Make sure that you are not just putting things off.

Maybe you are feeling low because of things you have not done. Well..the answer is to get off your backside and stop making excuses for delaying the thing that is causing you the problems!

I know its hard to face some decisions, and I'm the worst for putting things off, but if you want to succeed then there has to be an organised plan of action otherwise you will just find yourself in the pit of depression.

· Do it anyway

I can identify with some of our greatest creative talents whose best work sometimes comes out of adversity and those black moments. These are times when the ego is at its lowest ebb and therefore the real underlying genius is allowed to come to the fore.

Don't let these low feelings stop you; you might found that creative answers come when you least expect them.

###
Malcolm Harvey
Success is a journey not a destination.
For FREE provisions and route maps go to:
http://www.successtrain.com

How to Successfully Sell Your Books on the Web

by Greg Spence

(c) 2000 Greg Spence.

INTRODUCTION

Writing a book by itself, whilst satisfying, will not get
you the recognition and income you need as a writer. The
choices that face you now that you have written a book are:-

1. Do I got out and find a publisher?
2. Do I self-publish my book in hard-copy?
3. Do I produce an ebook and sell it on the Web?

Let's face it, these days fewer and fewer unknown authors
are being taken on by the big publishing houses. They are
facing increasing competition from multimedia software
companies and particularly the Internet.

Unless the big publishers can find a book that is going to
sell by the thousands, they are unwilling to bring the book
to life....irrespective of the quality of the manuscript!

If you decide to self-publish you are then faced with the
challenges of running a business, writing, printing,
marketing and selling your book. Will you be able to find
any time to write your next one?

If you decide that selling on the Internet is a good move
due to the fact that you can reach a global audience
relatively cheaply and you are not involved in printing hard
copies, liaising with book distributors, and printing
marketing collateral, then this article will help you on the
road to becoming an established online author.

THE BIG 3

To succeed at selling your books online you need to address
these three areas:-

1. Create a great book
2. Create a Website that sells
3. Attract targeted customers to your website

Once you have these three mastered then you can
substantially increase your income, sell thousands of books,
and make a name for yourself...all from the comfort of your
own home.

Sounds easy doesn't it?

Well let's be honest for a moment and take a step back.

If it was as easy as my earlier words imply then everyone would be making a fortune wouldn't they?

Yes they would. Like everything in life you get out what you put in.

Work hard at creating your book, you will have a great one.

Find the right help to build and promote your website, you will have one that sells very effectively.

Making money on the Internet requires consistent and persistent effort but once you are on the road, it becomes easier to maintain the momentum because it is possible to automate most activities online. Something it is not so easy to do with a bricks and mortar business.

Once you automate you can then spend more time doing what you enjoy....writing.

So how do you do it?

HOW TO SUCCEED AT THE BIG 3

1. Create a great book

You must become completely customer focused if you are to succeed on the net. What type of books do you enjoy writing? Who else writes books in that genre? Who is the best writer in the genre? Why are they the best? Be determined to be better than the best.

I cannot help you to write a great book, although if you are stuck for ideas, or want to know how to proceed, we do offer a FREE email course called "The Infoproduct Masters course" which in 5-days teaches you all you need to know to write a book and shows how to sell it online.

To get the first lesson today (the whole course is FREE), send a blank email to get-publishedtims@sitesell.net .

It will get you off to a great start.

2. Create a Website that Sells

"But I don't know anything about website building!"

"Where do I start?"

These are natural fears which are largely unfounded when you

realise that many authors sell their books on other peoples websites! However, there are more who have decided to create their own websites with a little help from organisations such as mine at http://www.getpub.com">http://www.getpub.com">http://www.getpub.com .

The best way to proceed is to look at other sites and find out what elements they have in common, look at the copywriting on each page of the site, and look for web marketing sites that can give you good advice.

My site Get Published! provides a lot of this information for you, including a system that I use to create, market and sell my books called "Get Published! Online". You can see it at http://www.getpub.com/pubonlin.htm">http://www.getpub.com/pubonlin.htm">http://www.getpub.com/pubonlin.htm .

If all of this is confusing you then don't worry. I am a great believer in sharing my knowledge and experience of online publishing and website building. The way I do this is by pointing you to people and very high quality resources that can help you cut through the rubbish.

If you are new to website building, or have a website but do not know how to promote it then I highly recommend you take a look at Ken Evoy's book called "Make Your Site Sell!".

It has rapidly become the bible for people who want to build, promote and sell from their website. It takes you through everything, step-by-step, and assumes no prior knowledge.

I recommend you check it out at http://www.getpub.com/myss/">http://www.getpub.com/myss/">http://www.getpub.com/myss/ .

It actually forms part of Step 3 of my "Get Published! Online" system.

My website was built using the principles in this book so I know it works!

3. Attract targeted customers to your website

The key word here is "targeted". Once you have got your great book written, have followed the steps to building a website that sells in Ken Evoy's book, you then need to find people who will be interested in your website and therefore your book.

There are hundreds of books on website marketing, I should know I have invested over $5,000 in them and do you know what?

They all say the same thing...get customers to your site who

are interested in your book, in other words targeted
customers.

You can start by finding and joining mailing lists and
online forums that cover your subject area. This is where
people who are already interested in the subject matter of
your book hang out.

You can find these forums by searching in directories such
as ForumOne at [http://www.forumone.com">http://www.forumone.com">http://www.forumone.com](http://www.forumone.com) or Liszt at
[http://www.liszt.com">http://www.liszt.com">http://www.liszt.com](http://www.liszt.com) .

Do not try to sell them your book directly. This goes
against the etiquette of these forums. They are there to
discuss matters in and around the subject. However by
contributing your knowledge, these people will get to
recognise you as the expert and will then be more inclined
to visit your website and eventually buy your book.

This is one of many techniques you can use to start to build
traffic to your website. If I was to try and explain all of
these techniques in detail this article would be over 400
pages long!

Instead Ken Evoy does an excellent job of covering this in a
special report that he provides with his "Make your Site
Sell!" book.

If you want to know how to do this right then check it out
at [http://www.getpub.com/myss/">http://www.getpub.com/myss/">http://www.getpub.com/myss/](http://www.getpub.com/myss/) .

SUMMARY

To be successful selling your books online you need to join
the 1% who succeed by having a great book, a website that
sells, and targeted traffic to that website.

Hopefully this article has shown you how to start on this
long, but very profitable road.

Good luck.

Greg Spence
Get Published! Online Website

=======================================
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How To Write Your Own E-Book In Just Five Days!

© 1999 by Miguel Alvarez, e-ditorial.com

Selling information products is the most profitable venture on the Internet... this is a known fact. And e-books are the up and coming giant of information products.

However, there are some problems that web marketers must face in order to create a truly valuable e-book. Not everyone has these problems, but many people do (I certainly did when starting out).

Without a doubt, the biggest, meanest, and most vile of these problems is not knowing how to write.

Writing, for some of us, can be as hard as trying to swim upstream in chocolate pudding; but I learned that, by following some simple steps, anyone can create good information products in a snap.

Here are a few tips I've learned that have helped me create profitable and worthwhile e-books, reports, sales letters, etc.

DAY 1

Before you begin a long trip, you have to decide where you want to go. You have a destination in mind. Otherwise you'd be wandering all over the place, maybe you know of some interesting places, but you'd never arrive anywhere you'd truly want to be without a plan.

The same happens is true of writing. The first thing you have to do is decide what you are about to write and jot it down on a piece of paper. State your goals.

DAY 2

Now, do some research and some thinking about your proposed work. What do you want your e-book to say? What are the key points you want to make in your writing? What stories dodo you want to tell? Who will read this e-book (your target market)?

Do not write the e-book yet. Just think about it and scribble your thoughts. Put them on index cards or in a small notebook - this will help you keep the path of your journey.

This is called the 'idea-gathering' stage. Think. Talk. Daydream. And take notes on everything you have in mind; if you don't, you may forget a bright idea.

DAYS 3 & 4

This is the day when all the actual writing is going to happen. Relax, sit at your computer (or typewriter), unplug the telephone and WRITE!

Write non-stop. What you have to do here is write without thinking. The greatest obstruction to creative and effortless writing is too much thinking. This may sound like a paradox, but it's not. We've all become too paranoid about the rules of grammar and proper English usage. For this step of the process: forget the rules! Forget *ALL* the rules.

Write! Don't stop to punctuate or check your spelling or look up a fact. Just write. Get as much on the screen (or on paper) as you can handle. Be enthusiastic about it.

If you don't know what to write, write "I don't know what to write. I don't know what to write..." until you DO know what to write. Just keep writing, keep your fingers moving. Don't worry about what your writing looks like or how it sounds. You are not going to hand this material to anyone, this is for your eyes only. You will edit it later.

DAY 5

This is the day when all the editing will take place. Editing can be a lot of fun, all you have to do is to be ruthless about your writing and clip out (delete) anything that doesn't help you convey your message. Punctuate. Check your grammar and your spelling.

After you are done, go to a copy shop and make some copies of your work. Give it five friends. Ask for their opinions and for their suggestions, ask them to write them down their thoughts on the copy you handed them.

Get the copies back and change what you feel needs to be changed. Not every single thing they tell you needs to be fixed, but if four or five of your friends tell you about the same error... correct it.

Lay your work aside and leave it alone for a couple of days. Then come back to it, and read it as if someone else wrote it. Stuff will jump to your face, correct that, too.

Voilá! Your e-book is now written. Now, all you have to do is format it nicely and start marketing it.

ABOUT THE AUTHOR
This article was written by Miguel Alvarez. If you would like to publish this article in your ezine or your website, please leave this resource box with it.

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I BUILT IT, BUT NOBODY CAME; WHAT NOW?
by Bob McElwain

"Build it and they will come," worked well as the theme in
the movie "Field Of Dreams" in which Kevin Kostner turned a
cornfield into a ballpark; they did come. But that was a tale.
Nicely told, but still a tale. In real life, it just is not so.
Why does this notion persist?

In the early days of the Web, it was almost true, for there
was a far greater demand for information than supply. Thus if
one put up some half-way decent content, some people did come.
To whatever extent it was true back then, it is nothing but a
myth now.

If you built your site believing in this myth, you have a
problem. Nobody is coming. Can you change this? Maybe. In
some cases, though, it may be best to start over. Check out the
following to see where you stand, then take it from there.

Site Purpose

Why does the site exist? "To make a profit" is not
sufficient. Exactly what is the site expected to do? There are
many good answers. For example: To increase sales in my off-line
business. Or maybe: To grow an on-line business so that it
becomes my full time job. And there are many others. But "To
make a profit" doesn't cut it.

How Do You Plan To Achieve This Goal?

You need a business plan of the same sort required in opening
a store front on Main Street in your home town. This includes
answering a host of questions, and preparing a statement
sufficient to make your banker smile and reach for a pen when you
ask for a loan. While you likely do not need a banker to open a
web site, you do need the same definitive plan required of any
soon-to-be shopkeeper. Some of the questions you need to answer
are:

> What products will I market? (Please substitute services
throughout, if that is what you will offer.) Note products you
create will bring greater profits than those you market for
others.

> What is my target market? The more narrowly you can focus,

the more likely you are to succeed. For example, instead of "Dog Lovers," explore "Doberman Lovers." The narrower the focus, the easier it is to position yourself, and your business, at the top of the heap.

> How will I reach them? Search engines and mutual links are very helpful. But your marketing strategy is usually the key. Again, the narrower your focus, the easier it is to target your promotional efforts, including advertising.

> How will I position my products relative to the same or similar products? If you have narrowed the focus sufficiently, it is much easier to position yourself above your competition. If you sell better products, this becomes easy.

> How will I demonstrate a perceived value in my products greater than that of my competitors? Perhaps by the special nature of the support you offer or your guarantees beyond those expected. Whatever, this must happen.

> How will I keep my customers coming back for more? This is fundamental, but simple. Satisfied customers will return, provided you have additional products of interest.

While questions as suggested above need to be answered in all cases, there are others. More important, there are many specific to your particular business. The answers must guide every step so that it is in accord with the overall business plan. It is also important that no part of the plan conflict with another; all must lead interactively to the same goal.

An Aside:

The word used above was "products." And you were invited to substitute "services" for "products." Note, however, that both are plural. In this, there is a difference between products and services. An artist who provides a graphic you like can expect you to return.

But in selling products, there is a fundamental difference. Some will disagree with me in this, but I am convinced one needs to sell a variety of products. For example, effective advertising opportunities for a single product are limited. Sales must exceed costs, or it's a losing proposition. Given multiple products, you may be able to afford a loss on a first sale that leads to others.

Most single-product sites do not provide a livable income. At best they bring in extra dollars. Which may be exactly what you want. If so, go for it. But if you want to grow your on-line efforts into a full-time business that provides substantial income, a single product is not usually sufficient.

You do not need a shopping mall, however. What is required is related groups of products that create multiple profit streams. Just as you would expect one or more such centers to become less profitable over time, you also expect to add further products which become additional profit centers.

If you presently have a single-product site, consider adding additional profit centers related to your product. There is more profit in adding products you create, but you may find an affiliate program or two that work for you. Further, you may be able to create your own personal relationship with other firms. Given sufficient volume, some manufacturers will put your name on what they produce for you.

How To Build Or Modify Your Site

All begins with the domain and product names appropriate to your target. If you are not using names that clearly bring a focus and define a benefit, you may need to change them. In any case this will be the initial point of attack. If you doubt the importance of names, see http://www.sitetipsandtricks.com/authors/wrfortin There are two fine pieces here by Dr. Michael Fortin that will convince you of the importance of this aspect of opening a new business or fixing one that is broken.

As to the site itself, begin with pencil and paper. Rough out the content for each page including the ad copy which sells a specific product, or opens the door to other pages featuring separate products which taken together are a single profit center. One reason for organizing in this way is that if it becomes necessary, you can drop a profit center from your site without having to rebuild the whole of it.

Since people may enter your site through any page, it is important that each sell the business and the product specific to the page. That is, each page must grab reader attention, raise their interest and draw them quickly more deeply into the page

and thus into the site. At any point interest lags, you may lose the visitor. So it is important to sustain, even increase intensity, as the page continues.

There is simply no point in creating even a single web site page until your plan has been implemented on paper and the content for all pages ...
1) Is properly targeted
2) Effectively positions both you and the product
3) Grabs and sustains reader interest.

Even if you have a good idea of how you want your pages to look, obtain the help of an artist. A good one can indirectly provide powerful support by enhancing the key points of your plan in the art work itself.

Once your site is up and has been submitted to the search engines, the real task begins. Marketing and promotion. A never-ending task. But if your original plan is good, and it is implemented in your site, you have greatly increased the likelihood your marketing and promotional efforts will pay off handsomely.

So back to the point. If you are among those who have built a site that is not working, or not working well enough, there are really only two options. Build a plan as suggested above, with your present site in mind. If you can find ways to modify and expand your site to fit the needs of a good plan, go for it. But if you can't, the only viable option is to start over.

I hate to admit it, but both my first and second tries were a total disaster, and have long since vanished. Ask others now successful, and you will find they have been down this road. But all was not in vain. Think of how much more you know about the Web now. How much you know about putting a site together. And maintaining it. Hey, you're way ahead of another starting his first site. Take the time to build a good plan and a site to match, and you'll soon be right where you want to be: On top!

_____

Bob McElwain
Web marketing and consulting since 1993
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The Value of Knowledge
By Betty Ann Wilkins © 2000

For centuries it has been said that knowledge is power.
Is this really true? I do not believe so.

Let me start by saying that knowledge is a necessity and
can be extremely valuable, but it is not power. Having
knowledge merely gives you the power to make good decisions
and there by act on those decisions.

Ah, the real power is in ACTION.

Let me give you an example. If you are sitting on some
railroad tracks and a train is coming your way, it is not
enough to know that you should move off the tracks. You
have to get off the tracks. You must take action. You
see, without action, knowledge is worthless.

It doesn't matter what knowledge you acquire or how much
of it you gain on a particular subject, it is useless
until you take action. Think about it! Will reading
and learning everything there is to know about being a
glamorous movie star make you one? Of course not.

I am not saying that you should not learn new things.
It is imperative to have knowledge in order to be able to
take action. Nowadays, you need a college degree just to
get an entry level job but it in no way gets you any
type of promotion or better paying job. Through experience,
showing that you can take what you have learned and put it
into practice is what gets you a promotion or raise.

Many highly educated people are working in menial jobs,
while we have millionaires that don't even have a high school
diploma. How can this be? Very simply, even though they
did not excel in academics, they did excel at taking action,
trying new things, experimenting, learning through experience.

How does all this apply to you? If you truly want to succeed,
you must first acquire a bit of knowledge, but most importantly
you must take what you know and act on it.

Eagerly and ambitiously act on what you have learned and
you will succeed.

*This article available by autoresponder at:
mailto:article_45@sendfree.com

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Betty Ann Wilkins, Publisher/Webmaster
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This Good Marketing Virus Just Spreads and Spreads!

by Ron Knowlton

Catching a virus on the internet can be a very scary
thing - unless, of course, it's a marketing virus - in
which case it's really a very, very good thing!

Why?

Because it can spread and spread and infect everyone.
And that's good if it's your marketing message that is
the "virus" doing the infecting!

The "virus", if you can really call it that, is
really just a form of word of mouth advertising.

It starts with one or two people and spreads from
there - just like the flu - from one person to the
next and on and on it goes.

In this case our "virus" is a brief message from the
sponsor or advertiser imbedded in a free ebook or
javascript or software or . . . it can arrive in a
variety of different ways.

The magic of this message, though, is that it is easy
to spread to others who spread it on. And they spread
it not because they like the advertising message, but
because they like the product received (which, of
course, includes the advertising message).

And so the virus spreads and spreads and spreads. But
nobody gets sick.

In fact there are smiles all around. Perhaps the
biggest smiles are on the faces of the savvy marketers
using this marketing tactic - because of all the free
publicity they are receiving!

But is this form of marketing only reserved for the
"professionals" with big advertising budgets?

No, not at all!!!

Let's take a look at how it could work for anyone
doing business on the internet.

1) ARTICLES

If you can write an informative (and hopefully
interesting) article or report, you can place the
"virus" (or your marketing message) at the end of the
article. This is usually called a "resource box". (See
my resource box at the end of this article.) If you
reprint this article then others will not only read
the article, but likely read my resource box at the
end of the article as well.

And if you really like the article (hint, hint) you
might even email it on to a friend or two. Or publish
it in your newsletter or on your web site. And then
others will read the article and I get a little bit of
recognition and maybe my advertising message (resource
box) gets read!

The beauty of this is that there are places where you
can "post" your articles where publishers and
webmasters can see it and then use it if they like
your article.

Writers don't get paid. But on the other hand, they
get free advertising, which may be just as valuable!

A few of these places to post articles are:
http://www.ezinearticles.com; "Ideamarketers" at
http://www.ideamarketers.com; "Find Your Dream" at
http://www.findyourdream.com; "Free Content" (mailing
list) mailto:freecontent@egroups.com; "Article Announce"
(mailing list) at: http://www.web-
sources.net/articlesub.htm; "Publish In Yours" (mailing
list) mailto:publishinyours@egroups.com; and
http://www.writebusiness.com. All places where
newsletter (ezine) publishers and webmasters can see your
article and then use it in their publications or on their
web sites.

2)E-BOOK

If you're even more ambitious, you can create an e-book and give it away for free. Of course the e-book contains your name, the name of your site, and promotes away...at anything you may be selling or promoting. Just place your advertising message or a link to your web site on each page.

The recipient of the free e-book is happy too, of course, because they receive free information of value to them. Can you see how well this could work for you?

3)FREE SERVICE

Then there's the idea of a free service (with, of course, this good virus attached).

Some people are doing this with free autoresponders and free e-mail service.

How it works is - anytime someone sends out an email, the advertising message, of course, is attached at the end (Hotmail does this, for one).

One service you can start immediately is offering free email service using your domain name as the extension (such as: "jim@mydomain.com".

This is a great way to advertise your domain name!

Everytime someone uses the service, they see your domain name, plus they also see your brief advertising message at the end of the email.

4)FREE SCRIPTS

You also may want to consider free scripts.

Write a script in java, cgi or perl (for example) and then make it available to others. Then you just include your advertising information in the comment lines in your script - that you specify must be included each time the script is distributed to or used by someone else. (It works kind of like a

resource box - giving you credit and providing a
short advertising message for you.)

5)AWARD

Give out an award to other web site owners for web
design, or superior web content . . . whatever kind of
award you want to design.

This one is easy to do if you can design and create a
cool-looking button.

Then the recipient of the award can place the button
on their web site. Of course if someone clicks on the
button where does it take them? To your web site, of
course!

When someone receives the award, just email them the
code to place on their site announcing the award (your
button).

6)COUPONS

Offer coupons that can be freely distributed. Give
a fantastic discount on a product or service. Then
visitors to your site can print out the coupons and
also distribute them to friends.

Each coupon, of course, not only includes a discount
for a product or service, but also your brief
advertising message and can be reprinted and spread
and spread.

7)SOFTWARE

Of course there's always free software (if you
have the knowledge to program and write your own). The
software would include your advertising message (of
course!).

As you can quickly see, there are dozens of ingenious
ways to spread this virus. This marketing technique,

by the way, is known fondly as "viral marketing".

If you haven't caught this virus yet, it may be
time... because this one's spreading like wildfire!
And some people are getting awfully sick (grin) :-)

Ron Knowlton is a former journalist and the founding
editor at <http://www.soaringprofits.com/> Subscribe
to the "Articles To Boost Your Success Online"!
Like a free weekly internet marketing course by email!
<mailto:subscribe@soaringprofits.com>

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More Ways To Really Benefit From Your Free Ebooks!

Kunle Olomofe
editor@adtwist.com

Lets assume you have an ebook already made, and for whatever reason you don't want to sell it. That's fine.

But besides giving it away at your site, here's another great way to get your book out online and downloaded by hundreds of people who will possibly later become your customers!

What you can do is contact as many already successful infomerchants or anyone else in your field willing to do business with you, and offer to add your new ebook to their Fee Based Package.

What does this do for you?

Easy! Instead of "blasting" your new ebook (that probably took you several weeks to complete) all over the Internet just hoping that people will download it & knowing that these days FREE means Cheap or In most cases NOT so valuable Information, you'll gain 3 things Instantly...

1. You'll have New HOT business contacts all over the world almost instantly from this group of successful or interested infomerchants! If what you created is good, they'll like you and likely want to do more business with you again in the future. That's great for you!

2. The value of your FREE ebook instantly gets a boost of more than 1500% in the eyes of your Target market.

How? Well consider this...

"You're screaming all over the net that a new free ebook is out!" How does that vary from millions of other NEW or OLD FREE ebooks already out there?

The market is gradually getting weak as a result of too much useless FREE information.

So even if your NEW, FREE ebook is good, 1,000's of Internet

Marketers that get swarmed with Loads of FREE information daily, would still first look at it and say "If it's FREE, what could it possibly be worth anyway?"

You want to do something different to make yourself and your free information stand out.

You want to add certain twists to your finished work to give yourself and your business the required edge and BOOST over all others screaming "FREE CHEAP INFORMATION! DOWNLOAD YOUR COPY HERE!"

3. You'll be able to target like a lazer, the REAL customers and prospects that will spend money on products online and not just the FREE Money or Freebie seekers

Important Point: Believe this, there are 1,000's of Internet Marketers online that will never, in a million years, buy anything from you or anybody else.

The reasons are obvious:

A. They think they know it all already, so they don't need to pay for more information from anybody else online.

B. They think they're too clever to be talked into doing business with anyone online.

C. They believe the Internet and the Information on it should always be FREE.

D. They're a bunch of broke, or almost broke nonenties that would rather download the Alladvantage.com taskbar and join 100's of FREE affiliate programs to make money just surfing the internet or get paid for reading email all day. (I always chuckle at the new advertising gimmicks that keep popping up almost daily online..;-)

Now These people I mentioned above are NOT Internet Entrepreneurs.

They're called Freebie Seekers.

And you don't want these kinds of time wasters on your lists, trust me.

So if you write a good ebook that really delivers TRUE value for the serious, interested Internet entrepreneur's time, then he (or she) will read it and likely FALL IN LOVE with you, right there and then.

And hopefully you'll have given them an easy way to contact you or subscribe to your free ezine from within your FREE ebook. These are people with MONEY, and they're now on your mailing list for FREE!

Now listen up, 'cos this now gets even more interesting...

You now have your target market on your mailing list.

They're hungry for more information.

They have the money to pay for it and the will to buy what you offer right now if it's what they want and you can convince them they should buy it from you.

What do you think you need to do now?

Yep. That's right. Now You need to...

1. Build or Find another very valuable product with information they want now and will pay now to get it.

2. Give it a great title to attract them to it and get their mouths already watering for more information.

3. Slap the RIGHT price tag on it (something that they can afford and that pulls in profit for you - you don't have to be greedy when you price your stuff)

4. Write your sales letter explaining the benefits of your product to them and why they must get it FROM YOU.

NOTE:Explain everything you can to them in the BENEFIT Mindset and Not The Features Mindset now. Many people don't care a bit how many pages of information you sell to them so long as the information is POWERFUL and it changes their lives. (And so long as you didn't over price them to get it from you).

5. Prepare to Instantly accept orders right online (This will increase sales of your products by more than 200 % - It's the power of Instant Gratification!)

6. Now simply mention this new product to them, some of its benefits and a link to your salesletter for the full gist.

7. Tell them how they can order and get it instantly downloaded to their computers. (or for those who prefer to read a hard copy off their computers, promise to deliver what they paid for FAST - If you strive to deliver your products within 24hrs - 48hrs after an order is made, you'll really go places online).

If you're persistent, at least now you have the right to contact them, and you've been very helpful in the past. (They like you and trust you. They have money and want to buy.)

If you can show them WHY they should buy from you NOW, what do you think comes next?

That's right. Orders - Probably lots of them too, if...

1. Your product is good.

2. Your product title is good.

3. Your sales piece (sales letter) is good.

4. Your price is good.

5. They can immediatley order and get it now, not next week.

That's it. If you work at this, you'll make money online. I guarantee it. And you don't have to be experienced or even be a GURU, you ONLY have to TRY.

I wish you good luck!

#####

The article above is by Kunle Olomofe, Author & Successful Net Marketer. ~ Go To ~ http://www.adtwist.com/reports.html You'll get a *Guaranteed Kick In The Pants* from his Free Reports!

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No to Low Cost Marketing
By Betty Ann Wilkins © 2000

Over and over again I am asked, "How can I market this
without spending anything?". Well, the answer to that is two
edged because what you don't spend in dollars you will in
spend in your time and effort.

You certainly can go the free route but you will pay dearly
with your time. You must remember that you truly do get what
you pay for, so when you go for free advertising you will
most likely end up busting your behind (for hours at a time).

I have come up with a list of ways that will help you to
market at little or no cost at all. None of which include
the dreaded reputation killer, spamming. Please keep in mind
that you must be persistent when using free and low cost
advertising.

--> Submit to the Search Engines
The best source of free advertising. Search engines are the
starting point for many surfers, especially Internet newbie.
A high ranking can make all the difference in your traffic.

--> Use Banner Exchanges
Rumor has it that traffic from banner exchanges is way down,
but it is free and if you take the time to create an
attractive banner that entices clicks you can still generate
a good deal of targeted traffic.

--> Send out a Press Release
This method of advertising is all too often overlooked. That
is a sad fact because Press Releases are an unbeatable source
of free exposure for your business. You don't even have to
pay someone to do it for you, just surf on over to PR Web at:
http://www.prweb.com>">http://www.prweb.com">http://www.prweb.com> to learn how to write and submit
your
own press release.

--> Create a Signature File
Every time you send out e-mail include a brief ad for your
product, service along with your name, url and e-mail
address. You will be surprised at how well this works to
give your business a boost.

--> Post messages in Discussion Groups
I'm not talking about blatant advertising here. Be sure to
have something useful to contribute - answer questions, give
your opinion. Get your name and signature out there often so
that you will be recognized and well thought of.

--> Post Your Ad on Free Link & Classified Ad Sites
You need to re-submit consistently, but good headlines do get
clicked on. An attention getting headline is your best
chance for this type of free exposure to work.

Note: Be sure to check out the site first to make sure it is
not one that allows submissions via software. You want your
link to stay there for more than just a few seconds.

--> Trade Links
There are many ways to link to other sites. You can go to a
search engine and start searching for complementary sites and
request a trade or you can use one of the many free link
trading services. The more sites you get your link on the
better. Why? Many search engines and directories take into
account how well linked you are when ranking your site.

--> Write & Submit Articles
Write a clear and concise article about something that you
know well. Be sure you are not writing 1000's of words that
are just promoting your product or service. You want to
provide useful information, not make a sales pitch. Try to
keep it under 1000 words, have a friend or associate
proofread it and critique it for you. Now you can submit
your article to newsletters and resource sites.

--> Start a Mailing List or Newsletter
The number one goal of any marketer should be to stay in
contact with his prospects and customers. Use your list to
keep your customers and prospects informed or updates,
specials, new products, etc. This is an absolute necessity.

--> Swap Ads
Find other publications that are similar in size to your with
similar content and ask the publisher if he/she would like to
exchange ads. You place their ad in your publication while
they place your ad in their's. This is a great free way to
added exposure.

Note: It is a well know fact that prospects need to see your

message up to 8 times before they act on it. So try to swap
ads for number of issues rather than just one.

--> Never miss an Opportunity
This means online and offline. Whenever it is appropriate
get your business name, product and/or url in front of
others.

Keep in mind that all of the above methods make use of very
attention getting headlines. So be sure to work hard on
developing your ads and headlines.

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Making Money Without a Product of Your Own
By Betty Ann Wilkins © 2000

Many people will try to convince you that you need your own product or service in order to make money. Do you believe that? Isn't it a bit strange that most of the people telling you this are selling information on how to develop your own product. Believe me that is no coincidence, they are just trying to sell their own product. Naturally, if you have your own product/service you should make more money but that does not mean that you cannot make money through affiliate and reseller programs.

As a matter of fact, the majority of online marketers who are making their living or are building a major secondary income online, are doing so through affiliate/reseller programs. Don't believe me? Just take a look at the Net Detective affiliate program. They have over 30 affiliates who are earning between $1000 and $20,000 a month. This type of thing is not all that unusual when the affiliate makes an effort to promote the program.

To make money with affiliate/reseller programs you need to use specific methods which I will explain. Some programs will earn you only a small amount while others will earn you hundreds, even thousands. It is all a matter of the amount of time and effort you put into marketing the program.

Over 90% of affiliates never make any effort whatsoever after signing up. I believe this has to do with a lack of knowledge and understanding of how to market. There is also the fact that way too many people really believe that magically they will earn millions without ever lifting a finger once they find that one "perfect" opportunity. Those people need to realize that is just a dream that will never come true. You must put effort into anything you wish to accomplish.

If you would like to build a substantial income through affiliate/reseller programs you must believe in yourself. If you do, please read on to learn what else you need in order to become a successful affiliate/reseller.

Only Promote What You BELIEVE in

Find a product/service that excites you. Your excitement will show in your communications with your prospects. Personal recommendations and testimonials are what make people buy. If you are excited it will show in the ad copy you write and spark the interest of your prospects.

Personal Endorsements

Testimonials and personal endorsements are much more noticed than a banner or pre-written ad copy found in hundreds of other places. Request feedback from all of your buyers. Ask permission to use their words of praise. Get and use as much positive feedback as you can about the product and program. Do not forget to use your own personal experiences with the product and program. Nothing beats a personal endorsement!

Advertise in E-zines

E-zine ads are the most effective way to reach your prospects. Even if you publish your own e-zine it is a very smart move to buy or barter for ads in other e-zines.

Sponsor ads and Feature ads cost a bit more than the average classified ad but they are set apart from the rest of the ads, tend to get more visibility and are usually allowed more space.

Another very effective way to reach your prospects is through articles. Yes, you can write an article or two concerning the merits of the product/service or program. Just be sure to keep in mind the "What's In It For Me" principle. The best way to turn a prospect off is through blatant advertising. If you keep the reader's interests in mind while writing and submit your article to numerous e-zines you should get a huge response.

Exclusive/Solo Mailings

This is most probably the best form of advertising. Your ad is sent to a publishers list all by itself, no competition. If your ad copy is well written and is sent to a well targeted list, you will see a major amount of activity within a few hours after the ad is sent.

Be Smart

Take your time in choosing the program(s) you are going to be putting your time and money into --- some just won't sell no matter how enthusiastic you are or how good of ad copy you write.

Never send unsolicited e-mail. It could cause you to lose everything you have worked hard for.

Advertise - Advertise - Advertise everywhere you can and every chance you get.

Automate as much of your work as possible.

Always be on the look out for new ways to market and promote by reading e-zines, visiting websites, and listening to the feedback you receive.

Be creative - experiment - follow your instinct and you too can be receiving large checks from your affiliate/reseller program.

*This article available by autoresponder at:
mailto:article_33@sendfree.com

****
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Delivering Quality Original Content Wins Every Time
by Rob Willmann

How many newsletters have you read that run the same articles?

Probably quite a few. Chances are your subscribers also subscribe to other newsletters, and they read the same hackneyed articles.

Running the same story or article as every other ezine in your field gives your readers one of two impressions:

A) The article/news item was so good that it deserved to be reprinted in multiple magazines. OR...

B) You were too lazy or don't care enough about your publication to find original content.

I know that sounds harsh, but that's exactly what goes through my mind when I read the same article in multiple sources.

Your subscribers are aching to read original content. Publishing original material gives you authority as an expert in your field, satisfies your subscribers' needs for original content, and builds loyalty.

The major news agencies (CNN, NBC, CBS, etc.) are always trying to beat each other to the punch by running a story before their competitors. They accomplish this by creating friendships and alliances with key players in the news industry in order to get a head start. By making contacts with reputable sources, these news agencies can often get the scoop hours before their competitors.

You can use this same tactic by contacting authors who write articles related to your publication. Offer them ad space in your publication if they'll give you exclusive rights to original stories or articles that they write for you.

Better yet, ask them to send you their material before announcing their article to other publishers. Once you receive an article from your "exclusive source," contact them and decide on a date that you'll run their article as

long as you are the first person to print it.

I have used this technique to publish many outstanding articles before they were repeated in 20 or 30 other internet marketing ezines.

Want another great way to obtain quality content? Try this:

Contact authors and explain that you're in need of a writer to write exclusive content for your publication. If they'll agree to write for you, let them know that you'll archive your ezine on your website. Give them full credit for the article in the form of a resource box at the bottom of the article with their contact material.

Using this technique you can acquire 5-6 writers who'll be glad to send you original material once a week. Once you've published the article, email the author and thank them for the article, and present them with a list of other related topics that you would love to see published in your ezine.

Or you can always write your own content. This also allows you to contact other newsletter owners and see if they'll also publish your articles.

Good Luck!

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>>>>> About the Author <<<<<

Rob Willmann's free weekly "Gold Mine Ezine" is packed with articles and tips to help you start and grow your own ezine.

Subscribe today and download Rob's award winning ebook: "Turn YOUR Newsletter Into a Gold Mine!"

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PROFITING FROM WHAT YOU KNOW!
by Jim Turner, MBA
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Believe it or not there are people who will pay you for what you know!

One of the most frequent questions that I get from folks who are either new to the 'Net or they have thoughts of starting their own business is, "Jim, what do I sell?"

Another very similar response is, "I'd love to start an online business in my spare time Jim, but I don't have the slightest idea what to sell."

My typical answer to these ambitious entrepreneurs is, "Yes, you do have a product. You just don't realize it." The product that I'm referring to is your knowledge; people will pay you for what you know... if you ad value to it.

The way that you can add value to what you know is to present it in such a manner that others can use it to satisfy a "want" or solve a problem. If what you know does not solve a problem for me, you can bet that I, nor anyone else is going to pay you for it.

During all periods of time, information has been crucial to the existence of society. Go all the way back to ancient times; they recorded important information on the walls of caves.

Later, the invention of the printing press made information more readily available and it revolutionized the spreading of information around the globe.

Now we have the Internet and it has taken the availability of information to a level that has never before been witnessed. Anyone who has ever had to desire to publish what they know has virtually run out of excuses for not doing it. There are people online, producing information products in the morning and making money off them that night. This is unprecedented!

How Can You Profit from this New Technology?

The Internet and recently developed software has made it

possible for you to produce your own book in digital format, making it possible for you to by-pass the more traditional method of going through a book publisher to get your book on the market. It has also changed the process of self-publishing your own book. Their is no longer the requirment that you go through a book printer. Let the buyer print it on his own printer, saving you time and of course money. This results in BIG profits.

It is very easy now to take information that is already in your head, just waiting to be extracted, and put in the form of an ebook and have people buying from your within a matter of hours, with virtually no intervention on your part.

This makes your job easy -- and is a great benefit to your customers too. You see, people like instant gratification. They like the idea of getting a product instantly after you've intstantly taken their money via their credit card or check.

I have become very spoiled as a result of info products that are produced as ebooks. I simply do not want to wait for a 2nd day delivery anymore. If I see a product advertised that is going to help me in my business or assist me with a project that I'm working on... I want it now, not two days from now. Many other netizens are the same way today.

One of the best success stories I've ever read was about the 15-year-old with a six-figure annual income. His product? An ebook titled "How I Win At the Game?" This kid was a whiz at a popular video-game. He learned "hundreds" of tricks to getting the "top-score" every time he turned on his computer.

One day he sat at his computer using a word processor and started typing out all the secrets he knew about that game. He then assembled them into an ebook. He gave away the first few chapters and sold an unlock code to get the balance of his information. The young man earned over $100,000 in profits in one year!

He sold what he knew! What information do you know (or can you learn) that others might pay to get from you? That's the best product you can market on the Internet!

I'll give you another story that's not so dramatic and maybe it will be more believable to you. Maybe!

This story is about a lady who knew a lot about writing ebooks. She began to notice that on a daily basis she received numerous

questions from other writers regarding how to make and sell ebooks. She was instantly 'hit' with the bright idea of writing an ebook on that topic.

She started typing at 4:00 p.m. one afternoon and did not stop (except for one bathroom break, she says) until 10:00 p.m. that night. The editing was done the next morning. Later in the afternoon, she ran an ad in her newsletter to writers about the book.

Over the next three days she received orders totaling over $1,000! Not bad for six hours of work. She now consistently makes over $4,000 per month from sales of the many ebooks that she produces.

The lady I'm referring to is Angela Adair-Hoy. She has two Web sites related to writing ebooks: <http://www.WritersWeekly.com> and <http://www.BookLocker.com> You can find out more about her success story at those sites.

Why Not Turn Your Knowledge Into Your eBook?

Do you know how to do something that a lot of other people would love to know about and derive benefits or solutions to their problems?

Have you heard friends, relatives and associates wish out loud that they knew how to do something, that you realized that YOU knew inside and out?

Do you have a hobby or a cause that you have developed into a burning passion? Have you learned some special knowledge and developed some skills over time that would qualify you to write a book for the next person who wants learn about that hobby or cause?

The more thoroughly you know your subject matter, the easier and less time it will take for you to produce your book. Also, being very knowledgeable makes the writing easier and quicker -- the words just flow from you and onto your monitor.

Don't get the idea that I'm talking about writing a set of encyclopedias. I'm referring to a book that would be any where from a minimum of 50 pages to less than 100. There are

entrepreneurs online profitably selling such books from $19.99 up to $49.99 each... and more! And so can you. Check out these resources to find out how you to can Profit from What You Know!

<http://www.booklocker.com> <http://www.booklocker.com>http://www.new-project.com> <http://www.web-source.net> <http://www.web-source.net>http://www.ebooknet.com>

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Unleash The Power Of Perpetual Marketing
by Larry Dotson

I describe perpetual marketing as a large number of people promoting one web site so they can all receive the traffic generated by each other.

For example, you decide to create a free ebook that you will give away to your web site visitors. You ask a large number of e-zine owners to give away the ebook in exchange for their ad in the ebook. You can just ask them to link directly to your web site when they promote the ebook. You, of course, will have one of your own ads on that web page.

Let's say you get 8 out of 20 e-zine owners that agree to giveaway the ebook. The 8 e-zines total subscriber base is 75,000.

Now, you can ask more e-zine owners if they would like to promote the ebook in exchange for an ad inside the ebook. This time you can say, you already have 8 e-zines already promoting the ebook with a subscriber base of 75,000.

The next group of e-zine owners you ask will be more tempted to promote your ebook because there is a greater chance they will receive a lot of traffic from the deal. It's win/win situation!

Do you understand the power of perpetual marketing? You could have 20 or 30 e-zines promoting your web site at no-cost, very quickly! You could create a new, free ebook every month and repeat the process.

This isn't the only way to use perpetual marketing. You don't just have to contact e-zine publishers you could do the same with web site owners. You could use a total monthly visitor total as motivation.

It doesn't have to be just an ebook either. It could be a contest you're holding on your web site. You could place the other web site's ads on the contest page in exchange for them promoting the contest.

These are only a few ways to use perpetual marketing.
You could use your own imagination to create new
ways to use perpetual marketing that will increase your
traffic and sales.

40,000 FREE eBooks And Web Books when you
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Newsletter visit his web site to subscribe and place
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Where To Get Great Ideas For Your Next Article

by Ron Knowlton

There are times when I want to write an article to send out to promote my web site (or for my newsletter).

And an article idea pops right into my head and then it's easy. I'm off and typing away on my computer keyboard.

Other times I'm stuck for anything to write about at all!

It's those "other times" that really frustrate writers!

Here are a few ideas to help get those article ideas flowing again and to get you "unstuck":

1) Visit a Forum

Visit a forum on a topic of interest to you. You'll find many posts to the forum (usually). See if there is a common question or thread that forum participants are talking about. If so, then bingo! You have the topic for an interesting article. Now you can begin to research further before you put the pieces together for your article.

2) Newspapers or Magazines

Sometimes newspapers or magazines can provide a good idea. Locally we have a publication for computer users that is distributed for free. Since my web site and my efforts (for the most part) are geared toward internet marketing, sometimes I'll find an interesting article on the topic in the newspaper.

Of course, I set the article down and then go to work on the internet looking for resources (usually from the search engines) to help with my article.

Then I'm off and writing! Usually with the ideas that are already in my head and the new information I've found I have the pieces for a pretty good article.

3) Brainstorm!

This is something we used to do in school. When you're stuck, you just write down any and all ideas that come into your head.

Then sort through the ideas and pick a topic to use for your article.

Still stuck?

4) Use Your Own Knowledge

Look over your web site. What is it you do really well? Or what kind of advice do you offer that people really need to know about?

Bingo. You have a topic to write about.

5) Chat Rooms

Go off into one of the chat rooms specific to the area you're interested in (for example, internet marketing) and see what they're talking about. If you find a really interesting conversation going on - bingo - you have another great article idea!

6) Get Help From a Friend

And finally, you can always ask a good friend or even your spouse.

Ask your friend what he or she would like to know more about (for example with marketing a web site). As the conversation progresses, one or two ideas is sure to surface.

7) Surf the Internet

Finally, surf the internet. Sometimes I visit different marketing sites and see what they have that is of interest. Sometimes I'll find a great idea I hadn't thought of before. Then I'm off to research more on this topic. (Usually I can also provide a link in my article back to the site that gave me the idea - for more ideas on the topic - giving my readers another place to go for more information.)

The trick is not to stay "stuck" for very long. Using some of the ideas I've suggested, usually you'll come up with not only one idea, but many ideas you can use.

In that case, I file each new idea away (writing them down either in a notebook or in my word processing program for future reference).

Then later, when I'm stuck I have another great resource of article ideas . . .

8) My idea notebook!
_____
Ron Knowlton is a former journalist and the founding editor at http://www.soaringprofits.com/ Subscribe to "Articles To Boost Your Success Online!" Like a free weekly internet marketing course by email! mailto:subscribe@soaringprofits.com

WHY PUBLISH E-BOOKS?
by Nicholas Thomas

There are over 130 million Internet users in North America alone, and approx. 70,000 new users come online every day. Personal computers and other Internet ready gizmos, are now everywhere, and users range from elementary school children to grandma & grandpa.

The Internet has grown from a few techies sending notes to each other over the wires, to a huge and rapidly growing population of consumers. Yes, still sending notes to each other over the wires.

The Internet is quickly becoming the 8th wonder of the world and a mega commerce platform. Much to the dismay of some who wanted to keep the Internet all to themselves, the Internet has sprung to life with new blood with all sorts of fresh ideas for the new millennium.

One new idea that is beginning to gain a foothold is ebook publishing. Is it just a fad or is it here to stay? First let's take a look at some traditional publishing methods.

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GETTING PUBLISHED: Just a few facts
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Many first time authors attempt to get published by sending off their manuscripts to big publishing houses for review and hopefully a contract to publish their book. Meanwhile, they sit around waiting months for the dreaded rejection notice, and sometimes no notice shows up at all.

They are under the impression that getting published by a big gun publisher carries with it a certain amount of prestige. The truth is, nobody cares who publishes your book.

Most first timers believe that the publisher will promote their book. The truth is, the publisher puts up the money to manufacture the book and has rep's get the book into the stores, but that's it. You'll be responsible for promoting your book at your own expense if you can't negotiate a favorable promotion budget in the contract.

As a first time author, you may not be able to negotiate much of a promotion budget into your first contract. So, you'll have to be ready with the money for this yourself and your publisher may want to know how much you have budgeted and a copy of your marketing plan.

Another problem with traditional publishing is the time factor. It can take as long as 3 years to get your book published. Most publishers operate within an 18 month production cycle. This means your publish date won't even begin until after a publisher accepts it. What ever time you have invested shipping your manuscript around will be that much longer before your book gets to press.

Once you agree to turn your book over to a publisher, you will lose most or even all control of your book. Most publishing contracts, especially with new authors, give the publisher a free hand in any changes to your book they see fit.

Traditional publishers have 3 selling seasons. This means your book will be on the shelves for 4 months, after that, they pull it off the shelves to be replaced by other books for that season.

Your left over books will have to be "remaindered" meaning they will be sent to warehouse and generally sold in bulk at a fraction of the original manufactured price.

Some new authors opt to hire literary agents to go to bat for them thinking that with an agent their bound to get published. This has some truth to it but here to there are problems. You really have to shop around for a good one and even then, depending on the material, agents will reject well over 90% of submitted book manuscripts, plus if they do accept it they take a healthy percentage of sales for their efforts. This is generally a 15% commission.

Getting published can really become a daunting task to first time authors, even with the ferocious tenacity of a wolverine it won't happen overnight. On top of all this, as a first time author you really have no bargaining muscle.

You might end up signing a contract your not going to be to happy with and the lions share of the books revenue will go to all the middlemen.

Unless your Steven King, there are better alternatives.

Most first time authors don't really know all the pitfalls to getting published, and after many attempts to breech the defenses of the publishing houses a writer may either give up or try to self publish on their own. This presents a whole new set of problems, but they can be overcome.

Even though self publishing is a good choice, you'll still need to gather the information needed to do it yourself, and approx. $13,000 to $15,000 minimum needed to get started?

$13,000 to $15,000 will probably cover printing, promotion, and some other expenses for about 4000 copies of a 100 to 250 page book. But, it's still $13,000 and not readily available to most struggling authors.

Some first time authors will opt for the vanity publisher. The vanity publisher will be more than happy to look at your manuscript and even give you glowing reviews, but this I'm afraid is false praise.
The only thing the vanity publisher want's to do for you is manufacture your book.

An author using a vanity press will pay a lot more than printing cost's and will only receive around 40 percent of the retail price of the book.

This service will cost you around $10,000 to $30,000 or more, depending on the book. This doesn't include things like editing, promotion, or distribution. Copies sent to columnists for book reviews are generally trashed as soon as they see a subsidy publishers name on your book, and here's why.

Review columnists are well aware of the problems associated with vanity publishing. They know there was little attention paid to editing and that little if any promotional effort will take place. So the book will probably not be available in book stores.

Of all the choices before you, the best so far would be to self publish your book. The only problem would be gathering the know how and of course the $13,000 to get started. So what if you don't have $13,000? What's next? How in the world are you going to get published?

Good questions, let's find out now.

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E-BOOKS: A Ripple Or A Tsunami?
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Just a few short years ago the idea of distributing books in a digital format seemed a ridiculous notion to many. "It will never fly!", "Nonsense!", they bellowed.

The large publishers in their shining glass towers ruled. They scoffed at the very idea of such a scenario. They sat upon their thrones like they always have, decade after decade deciding on what you and I will read next.

They would hurl the hard work of many would be authors to the circular

file like flicking a piece of lint from a $900 dollar suit.

The dream of being published once again dashed upon the jagged rocks of this "Impenetrable Conglomerated Fortress". OK, I got a little carried away.

We will never know how many great books have been dispatched to the dumpster, but one thing is for sure, a lot less will be from now on.

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Enter, * E-Book Publishing *
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The world is changing at a very rapid clip. So rapid in fact, that it's really not possible to predict anything at this point. We can speculate all we want, but the bottom line is, ever since the Internet explosion a few years ago the pace has been just a blur.

To suggest any kind of logical destination for the Net, at this point, would be a wild guess at best.

However, people will always have wants and needs. As the population continues to warm up to the Internet, it will become second nature for them to actively seek out the things they want and purchase them over the Internet. At no time in our recent history have book authors been in a better position to compete heads up with the Big Boys.

The number 1 & 2 selling items on the Net in the United States are "Software and Books", in that order. So if your going to write books and sell them on the Internet, you'll have a very large and responsive market. The only difference will be that your books will be in a digital format.

But, before you do anything else you should determine whether or not you want to make a living as a book author. This is extremely important for a couple of reasons.

Some authors just like to write, while others want to write books for a living. Deciding which one you are is very important because it may determine what kinds of books you begin to write.

Will you write fiction or nonfiction?

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FICTION:
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It can be artful, emotional, imaginative, thought provoking, and entertaining. However, fiction is purchased mainly for its entertainment value and has to compete for entertainment dollars.

You will be competing with movies, fishing, golfing, hiking and anything else that entertains the population and of course other works of similar fiction.

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NON-FICTION:
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In general, nonfiction falls into the category of informational types of books where artful, emotional, imaginative, thought provoking language and how to use it is not necessary. You won't need a literary arts degree to write nonfiction and nonfiction doesn't compete for entertainment dollars like fiction.

The reason people buy informational types of books is to save time and money, or enhance their lives in some way. This is what most people are interested in anyway and a perfect marriage for information book writers.

Rarely are two books exactly alike. With your unique perspective and personality, your competition is just about zero.

So lets assume we want to make a living writing non-fiction books.

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E-BOOK PUBLISHING:
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Lets examine an abbreviated process of publishing eBooks and explore some advantages. All of the following will be done using email and websites. It's also abbreviated to save space, but you'll get the idea.

(1)

Assuming you have a subject or subjects you want to write about, you'll have to research the market and determine if your book has some merit.

"Don't Try To Hit A Home run"

Some newbee authors will grab an idea and start writing an 800 page manual without first examining the market for it. Approach your book

subject with logic and see if there is a market for your books first.

(2)

Next, you will begin researching the book and gather information.

(3)

Next, instead of writing a full blown book or manual, you could write a small 30 page report, a booklet, or just a chapter or two. Then send it off to some experts in the field of your books subject for review. You'll be amazed how helpful they can be.

They will often times give suggestions and even correct errors for you, all for free if you do this right.

Remember to inject yourself into your books, this is where the rubber really meets the road. By doing this, your unique slant and personality will shine through and your book will really stand out.

(4)

Next, once you've got your report or booklet cleaned up, you could offer it free for a limited time on your website or even someone else's. You could make this offer conditional by asking for opinions and feedback for the free offer.

(5)

Next, after you have tested this report or booklet in the open market and got some raving reviews and testimonials, you would have a green light to proceed with your project. Create several eBooks in series or one masterpiece Manual. You already know it will sell by your tests. All of this done digitally, with email and websites.

It's my opinion that nonfiction is hands down the best category for eBook publishing and making Internet sales. Information is king on the net, so what better way to make your publishing pay off then to supply people with what they want and need right now.

Why wait 3 years to get your book on the shelves? As soon as your eBook is completed it can immediately hit the virtual streets.

(6)

Another advantage is that it's far easier to change and update a digital book than to change 3000 copies of a book all ready in print

sitting in a warehouse somewhere. Updating your eBooks wont involve
more printing costs and can extend the life of your eBook indefinately.

Now obviously there is a little more to it than what I've just shown
you here, but this is the general idea. And it can all be done with
email and websites.

You could even set yourself up right and sell your eBooks on autopilot!

(7)

Finally you'll have full control over your book and when it gets
published. You won't have publishers and agents to deal with. You'll
keep all the profits from your books. Why settle for 6% to 10%,
when you can get a 100%? You won't have to wait three years to get
published. You won't have remaindered books. You won't need $13,000 to
$15,000 to start. Nonfiction eBooks sell very well on the net and
it's heating up.

Here are a few more good reasons to publish eBooks.

================
SAVES RESOURCES:
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With eBook publishing, the use of our resources such as Tree's, diesel
fuel, electricity, etc. is greatly diminished.

============
LOWER COSTS:
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With no printing, storing, or shipping costs, publishers can sell the
same quality at reduced prices to consumers, while at the same time
earning more profits. It's a classic win-win situation.

================
SPEEDY DELIVERY:
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Just download your book, and start reading. FedEx is a giant snail
compared to this. In the time it takes you to start your car to go get
a book, you could be reading it with no "Shipping and Handling" charges.

============
PORTABILITY:
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With the new electronic reading devices hitting the market, you can carry 20 or 30 maybe more, large books in a single device. A great way to travel. Manufacturers of reading devices are making them water proof so you can read your books in the tub, no more wet pages.

========================
INFINITE POSSIBILITIES:
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No out of print books ever again and all up to date. This is perfect for: Students, Doctors, Lawyers, Scientists, Engineers, Biologists, the list is endless.

============
INTERACTIVE:
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Search a document, insert bookmarks, and add cross-referenced hyperlinks, it's easy within eBook formats like (PDF) for example. You can include sound, video, and animation, something that paper books will never have.

In conclusion, I would like to say that Electronic Publishing is obviously here to stay. The only question is, will you take advantage of it?

Nicholas Thomas
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P.S. For more info on how to get started please visit:

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Writing Your Own Ebook...What it can do for Your Sales
by Jayne Spencer, 2000

Ever consider writing an ebook? They're really
popular right now and best of all, they're
easy to write and sell.

Good marketers know that a good ebook is good
marketing power for their websites as well as
a good salesman for the products they're selling.

Why? Because it's a 24 hour salesman just for
you. You can offer it free to other websites
that want to give their visitors something for
free. This will create duplication of your
ebook which also creates advertisements for your
own particular products or services. When
other websites pick YOUR book as a free
giveaway on their site, they're really
advertising for you---at absolutely no cost
to you. Imagine how much FREE advertising
that will bring for you just giving something
away!

Where do you get information to write about
this ebook? From the internet, of course.
You choose your subject, go to search engines
to browse information on your subject, and
compile the information you want to go in
your particular ebook. There are government
reports that are considered Public Information.
This means it's free for you to use.

One guy wrote an ebook that's generating
thousands of dollars of sales for him each
month. The neat thing is, this will continue
to make profit for him as long as the free
ebook is distributed over and over again by
many websites. By giving it away free,
he's also getting enormous amounts of free
advertising that's included in his ebook.

How can you create your own ebook?

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with the software listed below. The first
three of these sources below create ebooks
from web pages. You simply build the site
(book) to look the way you want it to and
then click on compile. Out comes your ebook
in an .exe file ready to run.

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valuable information. Make it something that
you would be proud to sell. Other sites might
be willing to pay you for the book, but you
want to tell them it's free for them to use.
Offer it free from your site. This maneuver
is just good marketing sense as it carries
your own advertising and gets your name out
to more people who will visit your site and
buy your products.

When you give your book away free, you just
make sure to have a zinger sales letter included
in it. This will draw people to contact you for
more information or to buy your product or
service. You can also use a more subtle
approach by putting your sales message in
several places inside your ebook that will
convince other readers that they need your
main product.

Next time you see a free offer for an ebook,
download it and take a look at how it's put
together. You can do the same thing with
yours. Make sure you put advertisements
on each page for your particular product or
service. You can also advertise your affiliate
programs too. It doesn't take long to produce
one for a free giveaway on your site.

Just think of these money making possibilities
just by writing an ebook. Perhaps you can
think of other profitable uses.

Get going with this today! It can make you
lots of money as a result.

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spencerpub@mindspring.com

Spencer Publications

Your Idea Journal
(c) 2000
Julie Jordan Scott

My friend introduced me to a simple concept that has had a very
powerful effect on my nearly every aspect of my life.

Everywhere I go I carry my idea journal with me. It is small, so
it can be tucked into my purse or carried inconspicuously in my
hand. I am now on my third idea journal of the year, so they
are used up quickly and effortlessly.

What is an idea journal?

It is a place to jot any free flowing thoughts or ideas that pass
through my brain as I experience life. I write notes while I read
the paper. I take note of syncronicities. If my intuition speaks
to me, I write it down. Later in the day at my desk, I review what
I have written. If I have projects currently brewing in a particular
area, I tear out the page, and file it appropriately. If it is
an area that needs research, I will create a new folder.

When time allows, I will take 15 minutes and do a websearch on
one of the areas of interest, seeing what takes root further.

The most important part of my Idea Journal is I have an easily
accessible depository for ideas, theories, random thoughts that
flow through my brain. As I make associations, I write them down.
It has relieved much of my brain clutter, clearing of cobwebs of
my thought processes on a regular basis.

Collecting random thoughts, beginnings of embryonic articles,
noting basic observations of life. Vignettes. An occasional stanza
of poetry. The Idea Journal is a launching pad of creativity.

Something we all need.

In reading "How to Think Like Leonardo da Vinci" by Michael Gelb,
I discovered yesterday that HE had a fifteenth century version of
an idea journal as well. This, I would think, is inspiration enough
to begin carrying an idea journal. Simply to see if you, too, can
gain insights and knowledge in unexpected places.

The Idea Journal is like a continual brainstorm. It is a place
where you can rain thoughts and ideas from the ridiculous to
the sublime. You do not have to worry if your thoughts make

any sense at all, like in brainstorming, you are simply seeing where your thoughts take you without attachment to each thoughts particularly "brilliant" quality. Simply thinking it, writing it down, and observing where it takes you is dazzling enough.

Your task for today? Purchase a notebook that can fit in your Planner, Backpack, purse, or among the other books you carry with you Throughout the day. Then start using it. My current idea books first page says "William Blake". That's it! I have yet to expound on my ancestor's page. (Yes, he is on my family tree) but I did read of him multiple times in unlikely places over a several day period. After the blank Bill Blake page, articles have been birthed, questions have been asked, resources found and relationships built.

The lesson? Simply start.

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Change Your Life, Change Your World. Subscribe to
Discovering Your Passion a Daily Ezine Via
email: mailto:DiscoverYourPassion-subscribe@egroups.com
or website: http://www.5passions.com/subpage.html

You Wrote It! Now What?
By Betty Ann Wilkins © 2000

Now that you have finally finished writing a superb article,
what are you going to do with it?

You need to submit it to every e-zine and publisher you can
find that accepts submissions. Yes, this can be a tedious
job, at least initially, but it will pay for itself many
times over.

There is no easy way to find publishers and e-zines to start
submitting your articles to unless you want to pay to have
it done for you. There is only one service that I know of
that does this and I have used them. I was impressed with
the number of responses I received from the publishers that
they submitted my article to, but I cannot justify paying $95
per article submission. (If you would like to check out this
service, go to: http://www.roibot.com/w.cgi?IM2716_ahwnEZ44)

Even though it takes quite a bit of time, you should compile
a mailing list of publishers. You will need to search through
a few of the numerous e-zine directories to find the e-mail
addresses you will need to submit to.

Why bother spending all this time and effort, you may ask.
Because there are numerous benefits to submitting your articles.

Just stop and think about all of these possible benefits:

1. You get to include a resource box that can contain your
name, your website url, your e-mail address, etc.

2. Your article could be published on their website for the
whole world to see at any time at all.

3. Your article could be included in an e-book of articles.

4. You can gain people's trust if they like what you write.

5. You could easily become known as an expert in your field.

There are many other benefits as well...but for the moment
just think about the few mentioned above.

All of the above are FREE....
All of the above PROMOTE you and your business....
All of the above will BUILD Your REPUTATION....
All of the above will help INCREASE Your PROFITS...

Now, What are you going to do with that great article you wrote?

To receive a list of resources for submitting articles,
send an email to our autoresponder at:
mailto:write@the-work-at-home.com

*This article available by autoresponder at:
mailto:article_46@sendfree.com

****
Betty Ann Wilkins, Publisher/Webmaster
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New Business Start-ups - Working from Home
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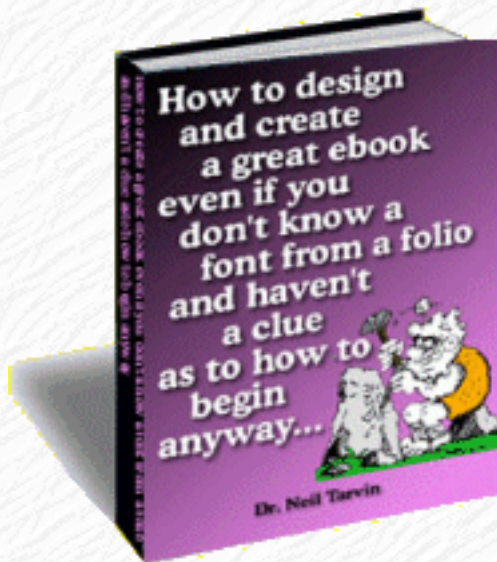
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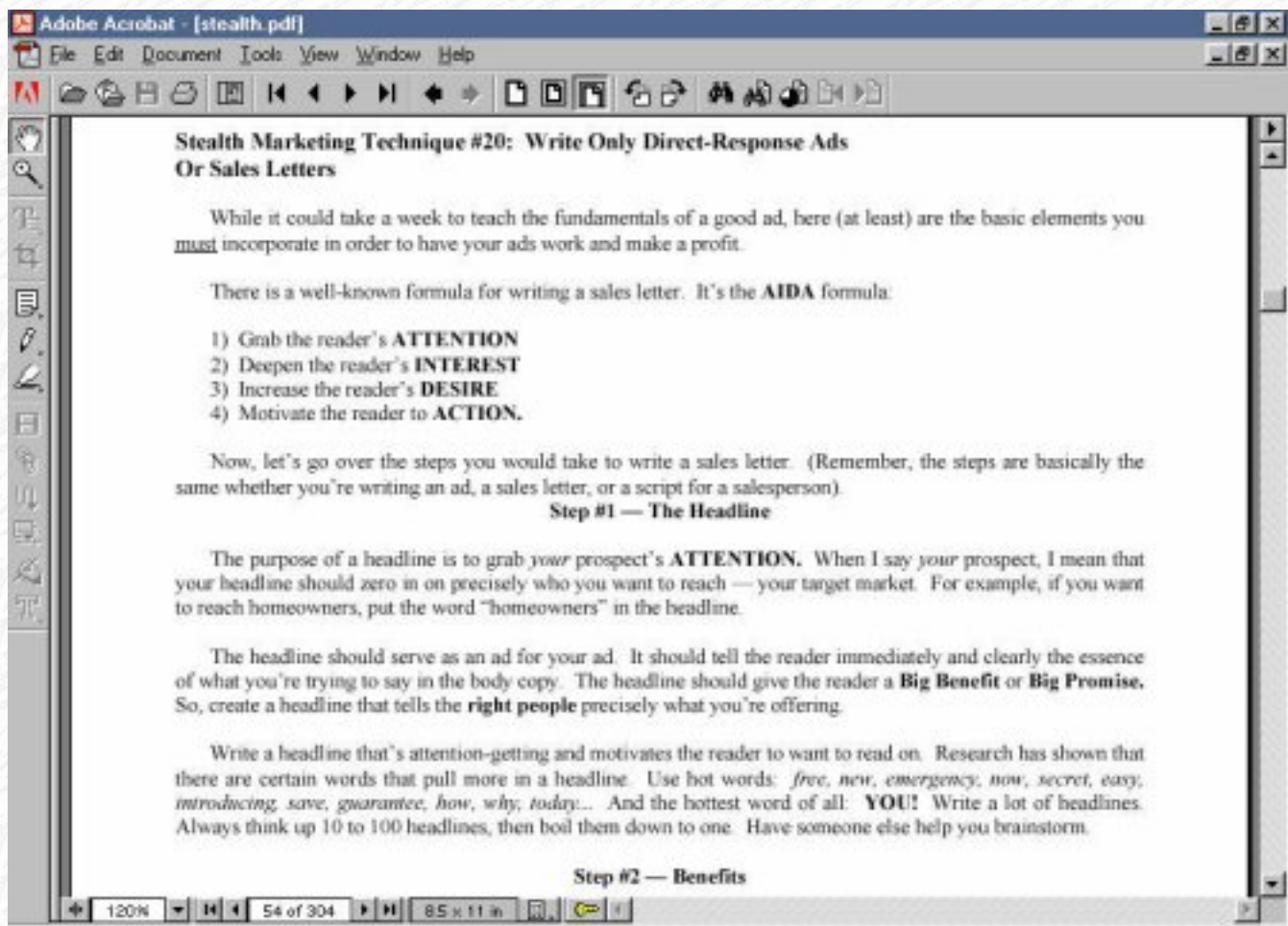
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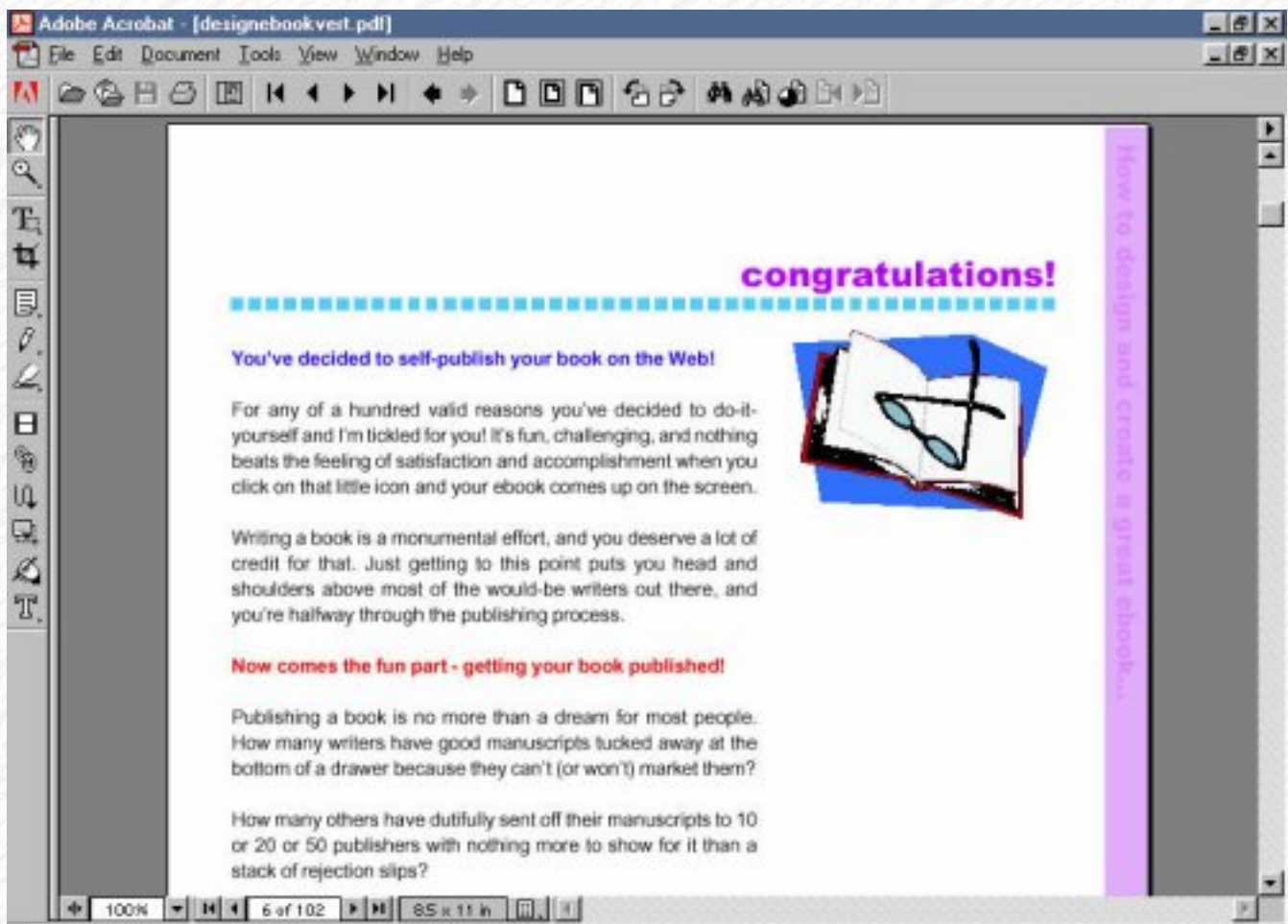
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- how to create a great layout
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Take a look at the **Table of Contents** for a better idea of what's inside this ebook...

● **just so you know**
This is my copyright page - a must-have in any book - printed or electronic!

● **about this ebook**
A bit about how the ebook is set up and what to expect...

● **congratulations!**
For any of a hundred valid reasons you've decided to do-it-yourself and I'm tickled for you! You'll love it!

● **the 5 (no, better make that 6) types of publishing**
This chapter talks about the 6 types of publishing and the pros and cons of each type...

should i e-publish?
The types of books that are best suited to e-publishing and why...

but, i don't know where to start!
The first step is finding information and that's why we're here...

research the market
Why marketing is intimately tied to the development process, and why you should research first...

find your creativity
A couple of techniques that will help spur the creative process for you...

plan your ebook
"A journey of 1000 miles begins with a single step – in the right direction." Planning is critical - design, marketing, and even the topic of your ebook must work together...

write and edit your manuscript
Writing for the web is not too different from writing for any other market...

design your ebook
In this chapter we talk about various design elements - headers, footers, white space, and how to use them effectively...

html compilers
I'm adding this section because there are a few things concerning design that are specific to HTML compilers that you need to be aware of...

layout and your ebook
When we talk about layout, we're talking about how the page will look to the reader. Here's how you can set it up for the best effect...

rogue pages
I wouldn't expect you to know the term - it's one I created to refer to all the pages that are not normal body copy pages. Rogue pages are the copyright page, acknowledgements page, Table of Contents, and other pages that enhance your ebook...

using fonts
Fonts are both the most important and least important part of the process. It's important to choose the right fonts and sizes to reach your readers effectively...

● about graphics

Graphics include all pictures, boxes, lines, screenshots, clip art, and anything else that isn't type...

● the end of the road

Now it's up to you - isn't it time to get started on that next project?

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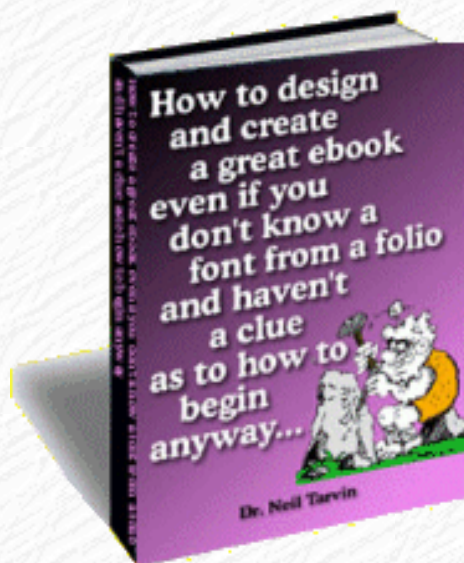
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About me...

Neil G. Tarvin, DC
ntarvin@ebookgraphics.com

They say that printer's ink "gets in your blood." Must be true - I've been involved in graphics and publishing since I was 16 in every aspect from being a graphic designer to being a publisher... and have even run the presses a few times!

Now I'm a "mature" baby boomer (sounds better than "aging") and I've been on the Net since it was little more than plain text. I've transitioned from printer's ink to electrons - and, believe me, the electrons are just as addicting as the ink!

I currently run ebookgraphics.com - a content site for ebook authors and publishers. I'm an ebook (and print) author, editor, designer, and publisher with a little programming thrown in on the side. I specialize in helping people design great ebooks - from the inside out.

The "DC" behind my name means I'm also a licensed Chiropractic physician. (Yes, when I was 46 I thought I needed a change from graphics, so I took a few years off to get my chiropractic degree. Manipulating bones, though, is not nearly as much fun as manipulating electrons!)

In my spare time I'm also a "puppy-raiser" for Therapetics, an organization that trains and supplies assistance dogs for the disabled. (Ben, the Golden Retriever puppy in the photo with me is a service-dog-in-training...)

You can contact me in the following ways...

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Tulsa, OK 74132

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(918) 445-1318

Email:
ntarvin@ebookgraphics.com or ngtarvin@swbell.net

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Lori Taylor-Hutcherson
http://www.ebook-cover-graphics.com/

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Eva Almeida
http://www.ebooksnbytes.com

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Congratulations. :->

Darren Robinson
Powerplay Software

I want to thank you for the help you have given me throughout this process. I think that I am now on my way to getting the e-book right. I am very happy with the program [ePublishNow!] and I particularly enjoyed your book on design. Made me realize that the writing of the book was the simplest part! But it seems as if it can be fun too!

Many thanks again.

(name withheld by request)

(on "How to create an ebook cover - step by step")

I read lots of "on-paper" instruction manuals and write instructions for my own routines and magic tricks that I sell.

This book is the one I would like to have written if I did one on designing

e-book covers.

It is easy reading (that takes a lot of work!). It is comprehensive. Neil does not talk down to the reader or use jargon. Most important, he has not skipped anything. This may sound simple but when you are writing a primer about something you do every day, the easiest thing in the world is to forget to include some little steps.

You have covered the topic extremely well...

John Williams
http://www.aladdin.com.au

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Trak-It screen shots. Trak-It is a database program that will help you organize your marketing and promotional efforts.

Enter your company info on this page. You may have as many companies as you like. (For example, "ebookgraphics" is one of my companies that deals with ebooks. I have another company "AltCare Software" that deals with chiropractic software programs. TrakIt can handle both of the companies at the same time.) You can follow the promotional/marketing efforts of any number of different projects/companies using this single program.

The company you are currently working with is in red at the top of the page. Each company has it's own products and activities. The company follows through on each page, so you will only see information that is related to that company.

Enter product info on this page. A product is an ebook or a program that is connected to the company chosen on the first page. This is the particular item you are marketing or promoting. Just as with companies, you may have as many products as you like.

This also follows through, so you will only see activity information on the next page that has been entered for that product. Change products, and the activity pages show information about the new product only. Notice at the top in red, both the company and the related product are shown.

Now that we've chosen a company, and a product for that company, we can enter the activities for the product.

The tabs at the bottom show various marketing and promotional activities. If you buy an ezine ad, for example, you can enter the date, amount, name of the ezine, give it your own code, and even enter the ad copy into the memo box. Each tab also has a Report button which will print (to screen or paper) a variety of reports relating to that activity.

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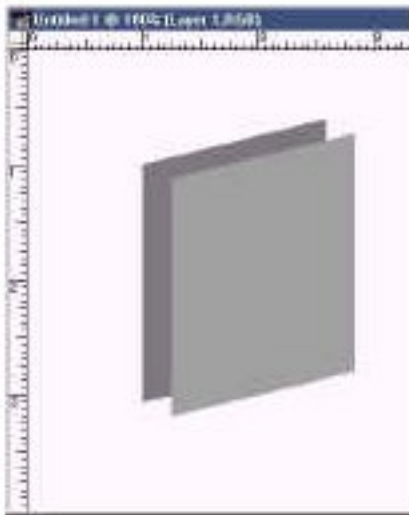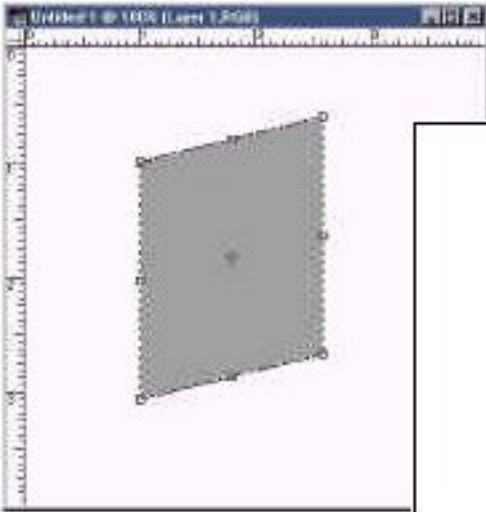
how to create an ebook cover... step by step

Creating an ebook cover is not difficult, but it does take a number of steps.

This is the way I do it. That doesn't mean it's the best, or easiest, it only means that I found a way, and I'll share it with you.

I happen to use PhotoShop. The techniques may vary slightly depending on the program you use, but the key is using layers. Most art creation software now use layers - including PhotoShop, PaintShop Pro, and a number of others.

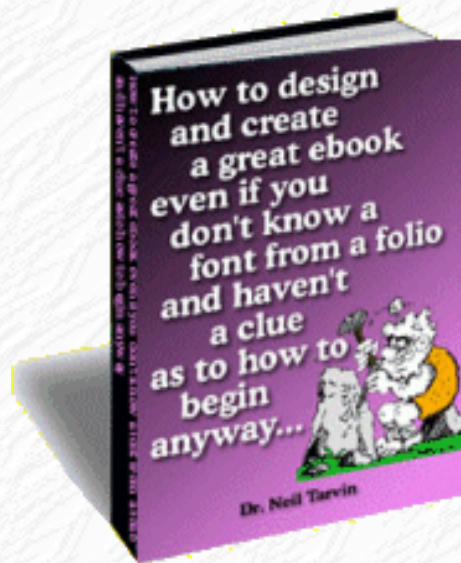Use what you're most comfortable with - just adapt the techniques to suit yourself and the program.

Open your graphics program and create a new project. (I use a 4 inch by 4 inch canvas area with a white background.)

Create a new layer.

Using the Rectangular Select tool in PhotoShop, create a block of color approximately 1.5 by 2 inches. I used gray in this example.

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