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INTRODUCTION

Can you sell information online?

The answer is ... Definitely! Yes !!

There's a HUGE market for information online. Its the #1 reason people use the internet!

And its a FACT that more and more people are willing to PAY for that information according to a report by the [Online Publishers' Association](#).

The report notes that U.S. consumer spending for paid online content (this includes eBooks) totaled nearly a billion dollars in the first three quarters of 2002 - up from the full-year 2001 total of less than \$700 million.

Do you have a hobby? Are you an expert at anything, or do you love something with a passion?

Do you dream of being a published author without having to face endless rejection slips and dejection?

Then publishing your own eBook can be one of the best ways of expressing your creativity and bringing you the recognition you crave.

Can YOU write an eBook?

Of course!

If you're a mommy with three kids, a dog and a cat.... and an expert at removing stains from the carpet... you can write an eBook.

If you're a doctor who wants to explain to his patients how they can prevent illness with a few lifestyle changes... you can write an eBook.

If you're a school counsellor who has something to share about better parenting techniques... you can write an eBook.

If you're a feng-shui expert who would like to share her expertise with an eager-to-learn public... you can write an eBook.

If you get my drift, you'll see that - thanks to the ease of self-publishing today - almost anyone with half-decent knowledge of any subject can be an author.

Here are just 6 benefits that your own eBook can bring for you. You'll find many, many more in the articles below.

1. It can instantly brand you and bring you recognition as more and more people read your name.

2. It can establish you as an authority on your subject (whether its organic gardening or collecting rare stamps).
3. It can give your online business a boost by bringing more traffic to your site.
4. It can provide you a source of income for years for just a few hours work.
5. It can make you rich, if you do it right.
5. If you publish in print, it can help you spread the word about your print publication.
6. It can help you provide added value to your services whether you are a doctor, accountant, lawyer or anything else.

You can give your eBook away free as a traffic booster or lead generator, or sell it for a price.

But to be valuable to your reader, your eBook has to provide useful, preferably original content.

And it has to be done right - the first time! You don't get too many chances to make that crucial first impression on your reader

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 ...

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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 ...

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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

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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

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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.

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>

Defy the Myths, Get Your Book Written--Fast!

by Judy Cullins © 2002

Why don't you write a book?

Most professional people complain it takes too long. They are too busy. One professional coach said she was not a natural writer. Another feared it wouldn't sell, or it would be too much effort.

A professional speaker says she is so busy marketing herself, she doesn't know where to find the time to write.

These are reasons, but they aren't real, they are myths. You can write a book--even a lot of books--fast! Fast depends on you, your intention, and attention that you will give your book

Fast depends on your creating a blueprint of simple step-by-step strategies to write a fast, focused book.

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Getting Your Book Written--Myths and Options

1. Takes talent.

Actually, the less writing know how you have, the better. In my innocent beginnings I thought I was a speaker, a trainer, a teacher, a coach. I didn't think of myself as a writer!

Yet, because my audiences kept asking for information to take home, and from encouragement from other writers, I started writing short books, booklets, and special reports. I didn't write the end-all-be-all book of 200-400 pages. Instead, I wrote a series of short books, each taking about a month. No more messy (and unprofitable) handouts. I saw a need and filled it.

Because I didn't know what I didn't know, I published them myself--just me and my trusty copy shop. I remembered a famous quote from Jim Belasco, management consultant. He said, "Do what you do best, and hire the rest." I asked several graphics professionals for help--got some quality cover designs.

2. Takes creativity.

Dan Poynter told me many years ago that information can be repackaged for a particular target audience. It doesn't take creativity, it just takes some editing, rewriting, and adding a few new ideas and resources to please the consumer.

Like myself you can package several books together for back-of room sales. They can provide more than \$3,000 a month if you have several titles.

3. Takes time.

Some writers claim it takes 2-10 years to write a quality book, but not necessarily in 14 days. It will take longer if you change your focus, your format, and try to be perfect. That's why you need to do some market-driven planning before you write your book.

It's far easier to write a book right then to have to go back and redo it to include benefits in all its parts. Like me, you can write a series of short books, each taking about a month. Just see a need and fill it. You don't have to write a 200-page book to be a credible author, and today's Online audience prefers short books, especially eBooks.

4. Takes writing ability.

If you can talk you can write. Readers want books written by a wise and savvy friend who will guide them gracefully to success. They want passion and natural writing more than perfect syntax.

After you write your book, you can get it edited by a professional, or if you want to save time and money, edit it as you go by using proper headings that state your audience's problem he wants solved, and following that with a concise answer.

5. Needs an agent or a publisher.

You know what a book could mean to your career, or your life. If you didn't write a book, you'd miss a lot of fun, you'd miss being a star or on radio/TV talk show with your popular or trade nonfiction book, or you'd miss sharing your unique and important message with others.

All well and good, but how will you get people to look at your book? Maybe an agent or publisher? The sad truth is they will only accept on 1-2% of submitted manuscripts and it takes up to two years to publish the traditional way. They bet on big name authors they know can sell books.

Some authors think that the publishers will market and promote the book. Maybe for a few months, but the author must pay from book sales to take those painful book tours. Publishers let you go after a few months and you are on your own to promote. Instead, start a promotion file of contacts and organizations just as you write that first chapter.

6. The book may not sell well.

Know that if you have a book that shares new, unique and useful information, it has enough significance to sell well. A book is far more salable when you know your particular audience--their habits, fears, complaints, desires and dreams.

Write an audience profile before you write your book, so your book has an angle, and will stand out from the crowd.

Think of the benefits of writing a book to you! Your book expresses who you are. Your clients, associates, and companies who need speakers or coaches need your book. A book ensures a constant stream of clients who consider you a leader in your field. People Online are looking for your topic every

day. Whether you market your book offline or Online, people want your solutions, inspirational words, and stories. What follows? A lifelong, constant stream of income.

Ray Bradbury said, "I wrote the first draft of Fahrenheit 451 in just nine and a half days." He also advises us to write short articles or stories. They can become a longer book. A page a day will yield at least two books a year. If Ray Bradbury can write a book fast, so can YOU.

Judy Cullins: 20-year author, publisher, book coach
Helps entrepreneurs manifest their book and web dreams
eBk: Ten Non-techie Ways to Market Your Book Online
www.bookcoaching.com/products.shtml
Send an email to Subscribe@bookcoaching.com
FREE The Book Coach Says... includes 2 free eReports
Judy@bookcoaching.com
Ph:619/466/0622

Profiting From What You Know!

by Jim Turner, MBA
(c) 1999

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 add 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. There is no longer the requirement 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 you 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 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.web-source.net>

Jim Turner

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5 Reasons You Should Write an eBook

By Cathi Stevenson

1. Make money with little or no investment.

I wrote my first eBook on a subject I know: book cover design. I marketed "How To Sell Your Competitor's Book Online" to other authors and publishers and gave it away for free. The entire book cost me about \$5 to produce and it gets about 100 downloads per month. I then used that publishing experience and wrote a second eBook called: "How To Publish & Market Your eBook For Just \$5". I sell the second eBook through Booklocker.com. The book made Booklocker's best sellers' list in four months, and I didn't spend a cent to promote it.

2. Use your eBook to promote another book or product.

I now use my free eBook as a promo item for my new eBook, "How To Publish & Market Your eBook For Just \$5". It's always a good idea to give something away that customers will find useful. It's one more incentive to buy your book, or product.

3. Use your eBook to promote yourself .

I wrote "How To Sell Your Competitor's Book Online" strictly to "brand" myself as a book cover designer. It worked. Not only did it bring me new clients, it often saves me a lot of time explaining things to self-publishing authors, because I just give them to my free eBook and many of their questions are answered in there, with graphics.

4. An eBook can be a stepping stone to a publishing contract.

It's a rare occurrence, but it has happened. I know of four authors who were published by small publishing houses based on the success of their eBooks. These contracts were with self-publishing firms who basically waived all the fees for those particular authors. However, it still means more money in the author's pocket.

5. An eBook can be the beginning of a new career.

Non-fiction eBooks are popular and if you know about a particular subject then much of the work is already done. Once you have the eBook out there, whether it's a collection of wheat-free recipes for allergy sufferers, or tips on selling your house, you can expand on that. Lynn A. Thomas, author of "How To Make and Market Gel Candles That Sell Like Wildfire" wrote her successful eBook, then started a newsletter and put up a web site, now she appears to have an entire industry built around that one hobby, and it all started with an eBook.

So, what are you waiting for? Start writing!

Cathi Stevenson is a journalist who has sold more than 2000 of her articles to newspapers and magazines world wide. She now operates a book cover design company called Book Cover Express, online at <http://www.bookcoverexpress.com> She has just released her second eBook called "How to Publish & Market Your eBook For Just \$5". Sign up for the Author's Cafe Newsletter at: <http://www.authorscafe.com>

Why every Internet business should have its own product

by Sunil Tanna
EBookCompiler.com

A fairly standard piece of advice you'll find on marketing web sites is that Internet entrepreneurs must have their own product because "you get to keep most of the profit".

However with some affiliate programs offering 20%, 30%, 40% or even 50% commission rates, a lot of web businesses find themselves wondering if that recommendation still applies. Usually the thinking goes something like this:

"If I sell a similar product myself, I have to deal with

- (a) additional work, for example customer service,
- (b) have increased set up and running costs, and
- (c) don't have the economies of scale of "big company X" so actually earn less per sale."

But while this reasoning might be true, what it neglects, is the benefits of having your own product go far beyond the profit per-sale, and include:

Uniqueness: If you have your own product, you have something that's unique rather than being one of a thousand or ten thousand similar sites. Use this to your advantage, and it'll be much easier to market to the public, and get press and media attention.

Control: Affiliate programs change their terms, companies go out of business, or change their products. Build your site around somebody else's product, and you're at the mercy of somebody else's decision processes. Wouldn't you feel more comfortable with a greater degree of control of over what is, in the end, your business?

You're the center. If you join an affiliate program there are probably several thousand other affiliates in the same or similar programs, all of which are, to a greater or less degree, your competitors, and none of which will go out of their way to help you. On the other hand if you have you're own unique offering, provided you give other sites a good incentive to link to you (like start your own affiliate program), you're going to benefit from other sites marketing efforts too.

You own the customer. Nearly every affiliate program says in the small print that the buyer is a customer of the program operator/merchant and not the affiliate. The reason why is simple: provided a customer gets a satisfactory product and good service, they'll usually go back direct to the merchant to buy more later, and usually the program operator gets to keep 100% of the profits from these sales.

So if you're an affiliate you've either got to find an endless supply of new customers, or cross your fingers and hope that people will bookmark your site before clicking on the affiliate link. On the other hand if you're the program operator, you get the benefit of the additional profits from repeat customers, and even if you only have 1 product, you can still generate a highly profitable back-end by offering your

customers closely related products using affiliate programs or joint marketing.

Joint marketing. Run an affiliate web site, and your joint marketing options with other sites are pretty limited - mostly involving swapping links or ads with other sites, many which of might be your competitors anyway. Offer your own product, and a whole range of additional options open up, including allowing other companies to offer your product (or a special version of it), marketing other companies products to your customer base in return for them doing the same for you, giving discounts to customers of your preferred marketing partners and more.

Focus. It's a fact of life that many affiliates flit from program to program as new opportunities present themselves. Far too often this is done on a whim, but sometimes, good short-term business reasons can be behind the decision. It's hard to turn down an offer which you know is going to make you extra profits in the short-run even if it does nothing to build your business. On the other hand, if you have your own product, it imposes a natural discipline and focus to your business, this of course being a key step on the road to success.

Sometimes just one or two of these benefits can be enough to form the foundation of a successful Internet business. Even if you already have your own Internet store or your own products, it might be worth creating additional products just to capture a benefit that was previously beyond your reach. When you analyze things further, and decide what product to offer, you should concentrate on the benefits that you want from your product.

For example, if your main goal is to acquire customers, provided you can develop and deliver the product cheaply enough, you may even want to make the product free to maximize your rate of customer acquisition. All things being equal. a golfing store that gives away a million free booklets of golfing tips is going to sell a lot more golf clubs than one that just waits for traffic to arrive.

So to sum up, the marketing gurus are right after all - although perhaps for different reasons than the main one that is often put forward - offering your product really does put you in the driving seat.

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Why Digital Publishing Is the Ultimate Internet Business

By Terry Dean

Opportunities abound on the Internet, but one opportunity stands head-and-shoulders above all of the rest for home based entrepreneurs. That opportunity is in digital publishing.

I have done or consulted with many different types of businesses, including: CD sales, web hosting, web services, search engine promotion, pet products, content sites, network marketing companies, etc.

Throughout the various companies I have dealt with, the one business I love the most is digital publishing.

Think about it. When you are publishing information products, you have:

Low Entry Costs

Very Little Overhead

High Margins

An Automatic Business

You may say that those things are true of all Internet businesses, but they are not. If you run a web hosting company, the entry costs are high and you have a high overhead. You need to have your own dedicated server at minimum which can run in the thousands.

Your margins are usually very tight as web hosting is a very competitive arena. Then, you come to if the business is automatic or not. It definitely is not automatic. You have to provide continuous support to your customers and they really expect you to be working 24 hours or day...or to have staff that does!

Many other Internet businesses will show the exact same pattern. If you provide any type of service for example, you can only make money when you are actually working. When you take time off, your income does as well.

You may then respond, "Well I'll just join an affiliate program and promote them!" What you don't realize and most affiliate program owners won't tell you is that the incomes from affiliate programs are very tiny for those members who don't at least have the first form of digital publishing in place...their own opt-in ezine.

That's right. It is next to impossible to earn a really good check from affiliate programs unless you run your own opt-in ezine, which is a form of digital publishing. People have no reason to trust your recommendations of affiliate programs until you have earned their trust through publishing a quality ezine.

Starting an ezine (online magazine) is extremely low cost and will get you started in your own publishing business. Unlike publishing an offline newsletter which involves you dealing with printers, postal rates, and other types of expenses, your ezine will only cost you one low yearly fee (\$100 to \$400 depending on how you publish).

So, it has a very low entry cost, very little overhead, and is mostly automatic (as the software does the subscribing and removes for you). The margins are terrific. If you are selling ad space for \$10 per ad and have 10 ads per issue, you make \$100 from ads.

If you promote one affiliate program in each issue, you could earn \$200 (this is from a small list of 1,000 or so subscribers). That would total \$300 for each issue with no expenses in sending it out and no ad costs on your part. Once you get into the tens of thousands of subscribers like many ezines have, those numbers become much larger and much more profitable.

This is the reason you see so many ezines being published out there now. With a low cost of entry and high potential profits, everyone wants to get in on the act. This just means that your ezine needs to be of a higher quality than the "norm" being published.

Write your own articles or select articles to be published which haven't been published everywhere else. Add in a little of your own personal flavor to the issues. Sure, some people might not like your personality showing through, but the average reader will feel much closer to you...and more likely to buy from you.

Ezines which don't have a personality to them quickly perish in the heat of competition. Customers like to see real people. So instead of being big Mr. Publisher, be a real person with real opinions. Don't worry about being seen as too biased as you are supposed to be biased. You're human!

Then, once you feel comfortable publishing an ezine, it is time to move onto the next step in your digital publishing career. Create your own electronic book.

Digital publishing of your products has additional advantages to information publishing in general. First of all, you have no publishing cost except for the software to create your manual in the first place. Adobe Acrobat costs \$200 and can make a digital product which can be used on both IBM and Macintosh platforms. Compare that to print publishing which will cost you a minimum of \$2,000 for your book.

Digital products have no fulfillment costs and no shipping costs. Don't overlook the cost of shipping in your business, as we have paid as much as \$150 shipping a training course to an International customer. Just think what you would lose on that including shipping and product costs if the order came back as credit card fraud.

Digital products have a final benefit that in my opinion outweighs all others. They can be set to 100% auto-pilot. You can have the product sales done by secure order form, processed in real-time online, and the product instantly delivered to your customers with ZERO involvement on your part.

You could have several products all selling from different sites all being automatically processed without you having to spend any time with them whatsoever. The money would keep coming in while you work on new projects, go on vacation, or spend time with your family. This is the real dream business.

Yes, you do have to spend a lot of time creating that hot product to sell and setting up the automatic systems, but the money will just keep coming in once they are up.

Take this as the voice of experience. Automating your entire business is one of the most important things you can do. Otherwise, you will eventually find that the "Success" of your business is to the detriment of everything else...taking up all of your time (even if you hire employees to do the work you will spend your time managing the employees).

When you are first starting out, selling services seems like a good idea...until you start having a lot of business and bringing in a lot of money. Then, that good idea quickly turns into an overload of work. So...In the End...My Recommended Opinion for Creating The Perfect Internet Business You Can Run From Home With the Minimum of Hassles Is:

Step One: Pick a Market and Subject You Enjoy and Love.

Step Two: Create Your Own Ezine.

Step Three: Build a Large Subscriber List and Start Profiting.

Step Four: Create Your Own Electronic Book

Step Five: Automate the Entire Process and Do it again.

Terry Dean, a 5 year veteran of Internet marketing, will Take You By The Hand and Show You Exact Results of All the Internet Marketing Techniques he tests and Uses Every Single Month" Click here to Find Out More: <http://www.netbreakthroughs.com>

A Great Way to Earn Extra Money From Home: Become an Author

By Cathi Stevenson

Since, like many parents, I'm determined to stay home and raise my own children, I'm always look for ways to earn extra money without getting a "real job".

My most recent venture is one anyone can do from home and it can easily be accomplished when children are napping or at school. Truly creative parents can probably find a way to turn the endeavor into a family project. What is this idea? Write an eBook. Your knowledge will sell. Whether you have a ton of great cookie recipes or a degree in finance, you have information someone, somewhere will pay you for and eBooks are a great way to get your information to the market place.

One of the most successful eBooks on the market right now is "How To Make and Market Gel Candles That Sell Like Wildfire", available through Booklocker.com. It's been on the top of the company's best seller list for a many months. This book is a great example of a woman taking something she knows and loves, sharing it with other people and making money at the same time.

I wrote my first eBook on a subject I know: design. I marketed "How To Sell Your Competitor's Book Online" to other authors and publishers and gave it away for free. The entire book cost me about \$5 to produce and it gets about 100 downloads per month.

I then used that publishing experience and wrote a second eBook called: "How To Publish & Market Your eBook For Just \$5". I sell the second eBook through Booklocker.com. It's only been on the market a few weeks, but averages 4 - 6 sales per week and I have barely started promoting the book.

I also use the first book as a promo tool for selling the second book, because I advertise it as a free gift when you buy my new book.

I won't be purchasing a condo on the beach anytime soon, but my son is driving around on a shiny new bike, thanks to those eBook sales.

The point is that anyone who can invest time can certainly try his or her hand at writing an eBook and it's pretty much a risk-free venture.

Cathi Stevenson is a journalist who has sold more than 2000 of her articles to newspapers and magazines world wide. She now operates a book cover design company called Book Cover Express, online at <http://www.bookcoverexpress.com> She has just released her second eBook called "How to Publish & Market Your eBook For Just \$5". Sign up for the Author's Cafe Newsletter at: <http://www.authorscafe.com>

Let's Get One Thing Straight About Being A Published Author

Jim Edwards and David Garfinkel
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Just for fun, evaluate the following statement:

"Most people want to write a book and get it published, but that's simply impossible 99% of the time."
Is the above statement true?

Not exactly. What's true is that most people THINK they can't write a book and get it published. And while that's a widely-held belief, just the opposite is true.

In fact, it's easier to write and get published today than ever before - especially thanks to the ebook "revolution." The field of ebooks is literally wide open for all who are interested - including, perhaps, you!

What does it take to write and publish your own ebook?

Three things:

- 1) A TOPIC you are interested in that others would also like to know more about.
- 2) The DESIRE to get the ebook written (note - you can write it yourself, but you don't have to. There are other proven and simple ways to get your ebook written and published for you.)
- 3) A simple, one-page, "sales letter" WEB SITE to sell the ebook.

Does it take a lot of money or any special aptitudes?

Oddly enough, not really. You have to be willing to take action, certainly, and learn as you go, but there are no special educational, financial or talent requirements to become a successful ebook author.

The truth is, it costs very little to get started. You can get a domain registered and online for as little as \$9 to start and \$6 a month for website hosting.

In fact, there are actually six ways you can create an ebook without ever writing a word of it - so you don't need to be a skilled writer. We'll tell you about one of them, in-depth, right now.

Think of a topic you know something about that you'd like to write an ebook on.

Once you have that topic in mind, then all you need to do is write a list of questions other people would pay to get the answers to... give that list to a friend... have the friend call you on the phone and ask you those questions... record the call... have the recording transcribed... and edit the transcription!

Presto - you've just created a "meaty" ebook fast! (Yes, it really is that simple!)

By the way, if you don't want to transcribe or edit the ebook yourself, you can get both of those things done for you for surprisingly little money... as little as a few hundred dollars, total, in many cases. That's how we wrote our most recent ebook.

As authors ourselves, we came up with a list of questions, got on the phone, recorded the answers, and had the entire 4 1/2 hour conversation transcribed. Using this phone call - transcription - edit route we created an ebook in about a week. It cost us a total of \$163 to produce it. (We hired out the transcription, and did the editing ourselves.)

So far we've spent *zero* money on advertising and, as we write this article today, we've sold over \$49,683 worth of that ebook in less than six months!

We're not unique in that way. We know many others who have successfully published ebooks - including another small publisher who has used this exact same method to create dozens of ebooks. If you can clearly understand a specific problem, want, need or desire of a large enough target audience and then create a publication that helps them get what they want, you stand to make a lot of money and help a great number of people at the same time.

If there ever was a "golden age" of publishing, NOW is the time. The truth of the matter is, today anyone can become a published author with an ebook in less than a couple of weeks. Between us, we have 11 ebooks online and we're making money every day, even as you read this.

You can do the same. Opportunity awaits you right now. It's never been easier to seize the day and go for your dream - become a published author!

Jim Edwards and David Garfinkel are co-authors of "eBook Secrets Exposed," the authoritative resource for making a lot of money quickly writing and publishing your own ebook. Guerrilla Marketing series author Jay Conrad Levinson says, "If ever there was a 'must-read' for this century, it's this book." For more information... Click Here=>

<http://hop.clickbank.net/?journalist/ebksecrets>

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.

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Get going with this today! It can make you lots of money as a result.

Jayne Spencer

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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.
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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 with- out 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.

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Free E-book Leads to... \$10,000 a Month!

By Allan Says

Do you want a proven, easy and unstoppable way to constantly drive traffic to your site?
Forever?

If so, creating a free e-book that has a link back to your site is one of the best and easiest ways I have ever found.

The more people like your e-book the faster it will spread from site to site leading an unlimited number of people back to you and your site!

The exciting thing is that once you get it started 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? You don't know what will happen to your e-book. It can go anywhere. It can end up on over 50,000 sites or even more. Some of the highest traffic sites on the net may pick it up and feature it on their site to millions of people.

I had to write this letter because as I sit here looking over our logs I've confirmed over \$10,000 in extra orders for the month of June due to the free e-book "Magic Sales Letters" I let out just a few months ago.

If your e-book is hot it will grow and spread just as mine has. It may even grow faster than mine because you have no idea what sites will pick it up and offer it to their visitor's.

Your e-book doesn't have to be perfect. Mine has a few grammatical errors in it that would make an english teacher choke but that hasn't slowed it from spreading a single bit. It 'is' a good idea to have someone else proof-read it though. I thought I caught all the mistakes in mine but after it was released a couple people pointed out some errors that I had missed.

If you have an interest in using this strategy to drive traffic to your site the easiest and best priced software I have seen so far is E-ditor Pro. I liked it so much that I made a deal to sell it myself and promote it on my highest traffic sites.

See what E-ditor Pro can do.... <http://www.editorial.com>
At only \$69.95 it is better than those I have found at \$150.

Thanks to fellow Warrior Member Miguel Alvarez for coming up with this incredible software at an even more incredible price!

4 Ways To Promote Your Free E-book To Get It Rolling On Its Own!

1. Pay for classified ads in e-zines. You will reach 1000's overnight and many of them will want to put it on their sites for their own visitor's.
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. Announce your e-book in your sig file in your emails and in posts to forums that deal with the subject of your e-book.

Do the four things above for a little while and you will start to see your e-book begin to take on a life of its own. It will pop up in places you wouldn't expect. It's fun, exciting and can make you a serious fortune at the same time...

Some last minute thoughts on e-books....

1. The owner of an affiliate program that has 6000 links to his site lives every day with the worry that his site will go down. The owner of an e-book that has 6000 sites hosting it for him has no such worry. (You can have order forms for your product built into the e-book itself - no web site is actually needed)
2. E-books are simple to create. Information is everywhere. All you need to do is research it, organize it into something helpful to someone else and write it down.
3. Your e-book will advertise your site or product longer than anything else will. Your e-book can stay on the readers computer for months and even years. A constant reminder of your site.
4. E-books create incredible word of mouth advertising. A lady reads the e-book one night and tells 3 of her friends about it the next day. They in turn like the book and tell some of their friends and so on. This happens fast on the Internet because it is just so easy to send an email. No 32 cent stamps required ;)
5. 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.

Thank you for reading...

Allen Says

[The Internet Marketing Warriors™](#)

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TIP: What's my Best Way to Publish a Book?

Judy Cullins, M.A.

© 2003

Q. How do I decide among the many publishing paths -- should I seek a traditional publisher? Should I self-publish? Something in-between? Hard copy? E book? both? I'm not asking what path I should take - I'm asking for criteria for making that decision.

A. Here's what I know from my 20 years in this business about the Agent/Publisher & the Self-Publisher

What the Agent and Traditional Publisher Want:

They only want and promote big names.

They want people who can travel and market well.

They spend only a few months with a new author--book tours

You must pay back all advances for book tours and their minimal promotion

They do not promote the author at all. You must do the PR yourself--the flyers, the press releases, the talks, the easy Online ways.

As a Self-Publisher of 40 books over the last 20 years here's what I know about Self-Publishing:

You keep all the profits

You have all the control, cover/title

You can sub out work you don't know how to do

You can print your books through PQN (Print Quantity Needed) Printing costs can be around \$1000 if you print only 600 books of 125 pp.

You get to choose easy ways to promote your book

With coaching, you can write a salable book by learning the essential "Hot-Selling Points such as the title, back cover, introduction, "tell and sell," and audience before you write.

Write your print and eBook at the same time. EBooks cost less and are less hassle.

What I know about eBook Self-Publishing:

The benefits are many: You can make 1/3 to 1/2 your monthly income just through the sale of one book, you all the money, you create lifetime ongoing profits, you build your client base and credibility, get

your word out, become the expert in your field and the logistics are easy too: no packaging, no printing, no mailing, no travel, no tell and sell, can sell from email and a Web site, can finish within 30 days, and best of all reach your target audiences easily and distribute yourself. I have 12 eBook selling well. I spend only 9 hours a week on promotion.

You may need a coach for a short time, perhaps 2-3 months at 2 meetings a month to learn Internet Marketing, where your message gets in front of a 1000 to 500, 000 eager buyers every day. A short cut and less expensive method will include taking a teleclass, or series from an expert.

Judy Cullins: 20-year author, publisher, book coach
Helps entrepreneurs manifest their book and web dreams
eBk: Ten Non-techie Ways to Market Your Book Online
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Self Publish Your Books

by Judith Tramayne-Barth

Most Authors want to go the traditional route - you know - write the next best seller, sell it to a major publishing house and reap the rewards for their work. Twenty years later, they're still waiting to be an "instant" success.

They are under the mistaken idea that "self-publishing" means you can't make the grade as a good writer. Is this true? No!

Self-Publishing is just an Author who has taken control because s/he has an entrepreneurial spirit and wants to reap the rewards.

Good or bad writing never enters their minds. They just know the Internet and selling their books on it is the wave of the future. You see, they are aware their readers are just being born today.

Also in the equation of being self-published versus print published is:

1. Books written by the Author never go out of print.
2. Authors can write what they want without formulas being dictated.
3. Crossing genres isn't a problem.
4. All profits are kept and not shared.
5. eBooks can be changed and/or updated easily.
6. Authors have a Global audience.

I could go on and on about the advantages but I would rather share with you exactly how much fun you'll have if you decide to self-publish.

Just imagine receiving emails from across the world saying "your book" made my day. I get these all the time and it starts up a friendship I would never have had. Face it, we writers are a reclusive group. Sure we function in the real world but we "tend to be in our made-up world" the majority of the time even when we are standing in a grocery line :-)

Well, self-publishing on the Internet means I have the best of all worlds. I do not have to spend time traveling, arranging book signings and sitting in a book store with my "heart on my sleeve." My readers come to me - maybe not face-to-face but almost as good.

True, I do have to spend time marketing but that's easy because I'm in my PJs, my hair a mess, with no make-up on doing what I like - writing. Yes, my marketing merely consists of writing articles and putting them on sites across the Internet for this purpose.

So in the same amount of time a "print" published author has reached 20 or so people in a book signing gig, I have reached thousands of readers for my books by sitting on my tush in my nice comfy home. I also haven't spent the money they did.

And, my marketing is easy because I gathered links over the last 5 years (see my Art & Book Club page) to the top ezines lists and article submission sites. I spend less than an hour a day marketing - the rest of the time, I write my books or do my second muse - art.

Authors who take the traditional route spend way more time sending queries, packaging their manuscripts, sending them out and waiting for the results. And, I won't even go into the costs here because I can prove my self-publishing expense is less per year.

Frankly, I don't want to be famous, just rich! By self-publishing, I'm not waiting for some "editor" to believe in me because I believe in me already. Therefore, I took control, designed my website and I'm reaping the rewards.

Five years ago I decided, I could either be 5 years older still waiting for readers or I could be 5 years older with readers. You, too, have this choice.

By the way, the more Authors who choose this route, the more success we'll have. It's like the 100th monkey syndrome and the reason I'm such an advocate for e-publishing.

As we reach the "critical" number stage of Authors with their own websites hawking their books, ebooks will be seen as the "norm" enabling all writers to live their dream of writing for a living.

You can either be branding yourself now or wait to be discovered. But if you wait, you will be scrambling trying to catch up with those of us who've already established a presence on the Internet.

About the Author:

Judith Tramayne-Barth's site is <http://www.agoodread.com> which has free books, articles and link pages you'll love. She also writes excellent "how-to" books.

The Genius Guides™
Information Packages with a Higher I.Q.
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