

Successful Information Publishing

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An Explanation of Information Publishing

The Information Publishing business is not a business of itself, but is another way of doing business.

Therefore, to start and succeed in a Information Publishing business business of your own, you need just as much, and in some cases, more business creativity than you would need in any other mode of business.

You'll need a great deal of patience, and persistence as well.

The Internet is over saturated with plans, directories, sales materials and products that have been around for ten, fifteen, twenty years and longer. Many of these materials were not that good in the beginning, and yet they're still being sold as quick secrets to wealth and fame.

Just a little investigation on your part will show that the most successful people doing business by Information Publishing business are always on the alert for new products and they quickly add these products to their own sales inventories as they become available. This is a must for success rule, regardless of whether you do or don't produce your own products.

It's not impossible to gain much success with a single product ebook. The best way is to search around for a number of related products, then, offer them along with your own self-produced product.

This is what you need for a money-making start in this business.

The "real" Money Maker in the information publishing business - the basic "How To" ebook. It's something anyone can produce, and with all the proper ingredients at the right

time, you can become independently wealthy! The hard part, of course, is getting all the proper ingredients at the right time.

Your basic "Money Making ebook" ebook, and outlines instructions, details, or a "How-To Method" for solving a problem: making more money, saving money, attaining greater happiness, or fulfilling an ambition or desire.

Any man, woman or child can write a saleable ebook on any subject - providing he or she has knowledge of that subject through personal experience, research, or both. A lot of women write successful money-making ebooks based upon better ways of solving household problems. And a lot of men write successful money-making ebooks on how to get greater pleasure from leisure time activities such as fishing, wood working or other hobbies. The list of subjects one can write about is endless, and ebooks on how to make more money easier and faster are no more limited to male authors than expertise in cooking is limited to female authors.

The best advice anyone can give you on how to write a money-making ebook is to advise you to write as though you were talking to someone - as though you were instructing your next door neighbor via the telephone on the subject at hand. I use the word telephone here to point out that regardless of how much you wave your arms, point your finger, or even draw pictures, you aren't getting the message across, and your neighbor won't "see" what you're talking about until you tell him in the kind of language he can understand.

Write in a style similar to the book reports you used to give when you were in the 6th, 7th, and 8th grades. Do you remember the "theme papers" you used to have to research, outline and write for term finals? You got a good grade if you presented your material in a straightforward style, had the facts, and didn't pad out your paper .

Be factual, and be clear. Know your reader and use the kind of language he expects you to use. This does not mean that you should drop to the level of military barracks talk or that you should elevate yourself to the level of a pseudo Rhodes Scholar. It just means that in writing the basic "How-To" ebook, you should bear in mind that these ebooks serve as personal one-to-one consultations between you and your reader, and that your language should establish a rapport he can feel.

Outline what you want to say before you write it. This helps; in fact I very definitely recommend it. Many writers "think" as they're typing or writing what they want to say, myself included. But believe me, everything flows smoother, with a lot less rewrite involved, and the finished product is always much better when you've outlined what you want to say before you start.

In reality, these ebooks are written guidelines that give the reader more information on a subject he wants to know more about.

Money Making ebooks have been, and can still be written to show other people how to start, develop, enjoy or expand a hobby; how to learn and develop new or greater abilities; how to start, develop and operate a new business, or even expand a current one; how to develop and prepare for a new career; how to make more money; how to save money, better one's standard of living and have more time for leisure; how to solve personal problems and enjoy

life more; how to attain success in any endeavor .

You'll find that the better selling ebooks are well researched, authoritative, factual and helpful to the reader in the achievement of his goals. An important point to remember here is that the people who are going to buy your ebook are going to be interested in the information it contains - not how long it took you to put it together. The reason you wrote it, or the number of pages you've written - so long as it contains the information he wants.

Picking a subject to write about - one that has sales appeal and that will sell well for you - is not as hard as it sounds. The best rule to follow is to write only about something you already know a great deal about. With this advice in mind, it will follow that your best writing will be about those subjects that particularly interest you. And remember, the more you are involved or interested in the subject, the easier it will be for you to write about that subject in a manner that will hold your reader's interest. Your knowledge and enthusiasm will show through - causing your reader to overlook any technical writing weaknesses.

How do you determine the subject that's best for you to use for your first ebooks? Channel your thinking along these lines: If you love to fish, you could probably put together a money-making ebook on "How To Catch The Big Ones." If you love to sew, you could probably write an ebook on "Tips For Beautiful Sewing." If you have experience in advertising, you could write an ebook on "How To Write An Ad For Best Results;" experience in printing, an ebook on "How To Prepare Copy and Layout For Best Printing Results;" experience in business, an ebook on "Better Business Operating Techniques."

It's worth repeating: Whatever you write about, make it something you know about, and are especially interested in.

Building Your Own Ebook

Let's get on with the task of showing you how you can write your own "How-To" ebook and parlay it into a personal wealth vehicle of your own!

Once you've decided on the subject you're going to write about, the next step is thorough research. Visit your public library and "bone up" on your subject. Read as much about it as you can find - newspapers, magazines, books - everything! Start collecting clippings, talk to your neighbors, your friends and relatives, and take notes on all information you gather from reading and personal discussion.

When you've spent a good six weeks intensively researching your subject, gathering notes and discussing it as often as you can with as many different people as possible, you should be ready for the next step - the sorting, compiling and assembly of your notes. Simply read through all the notes and clippings you have accumulated, discarding those that are repetitious, and organizing those you're going to use according to your "subject coverage" outline. Don't let the outline part of your project become an obstacle. An outline is simply listing the order in which you want to write about or discuss each aspect of your subject.

Everything that's written should have a natural beginning, a body and an ending. When you outline your subject, and your "subject coverage," which can be likened to a table of contents, you'll find it easier to say what you want to say. You'll be able to say everything you want to say. You won't have to worry about forgetting or leaving out an important point you want to make. The coverage of your subject will be more complete, and your writing will be much smoother.

Once you've completed your research, organized your notes, and have your "subject coverage" outline set, you're ready to write the money-making ebook that just might make you rich!

Start writing, and write as though you were talking to someone, because writing, after everything has been analyzed, taken apart, studied, improved upon, and put back together, is still nothing more or less than a written conversation between two people. Write your ebook as though you were instructing a high school graduate in how to do something his first day on the job.

It makes no difference whether you write it all out longhand or pound away at a typewriter. Just get it all written! Once you've got your material organized, start writing and don't stop until you're finished!

When you have finished, be proud of yourself! Take a break, go out to dinner, enjoy a night on the town! In other words, put this first draft of your ebook aside for a few days and allow your brain, your body, and your creative juices to rejuvenate themselves.

After a couple of days off, take up your ebook and go through it with a sharp pencil, just as you imagine an editor would do. Strike out, rewrite and polish each paragraph for clarity, accuracy and flow.

This is the time to make sure that what you've written is easy to read, easy to understand, and each sentence follows the one before it just as surely as spring follows winter. The smoother the conversation or the writing of your ebook flows, the easier it'll be to read, and the easier it is to read, the more copies you will sell.

Now you have a money-making ebook that has the potential of making a great deal of money for you.

Once you start receiving orders, you must immediately acknowledge receipt of the orders and follow up with other offers. The follow-up offer is where most beginners fail. Either they don't have follow-up materials to send or they just don't send out these follow-up offers. To follow-up after receiving orders from your customers, simply write a short note, thanking your customer for his patronage, and advising him when to expect to receive his order, and then include a follow-up offer, such as the book catalog, in that mailing. And that's how you will build your business, and attain success on the Internet.

Making Time for the Ebook Creation Process

But, let's get back to helping you to learn what it takes to succeed on the Internet. Don't believe those ads that tell you it doesn't take any money. Of course it does not have to cost you a dime. However what you do not spend in money, you will spend in time. Which is, of course, just as valuable as money. The upside of this is that now anyone can start their own Information Publishing business regardless of their budget size.

To be rich - to have an endless supply of money for anything and everything - is the goal of almost every man, woman, and child in the world. More specifically, the people who don't have, but would like to have, money enough for everything they have always wanted, are continually searching for some "secret combination" that will open the doors to unlimited wealth for them.

Almost everyone needs or wants more money than they currently have, and with this desire most of these people would like to start some sort of extra income producing project. The trouble is, not many of these people seem able to fit "a second job" into their time schedules.

It's true that people are very busy, but extra time for some sort of home-based extra income producing project can almost always be found. It may mean giving up or changing a few of your favorite past-times, such as having a couple of beers with the guys or watching TV - but if you score big with your extra income project, you will have all the time you've ever wanted for doing whatever you want to do.

The first thing to do is to sit down with pencil and paper, and list your daily schedule. What time do you wake up - then step-by-step, list everything you do each day. Most people will find that they have about 3-hours each day that can be utilized in a more constructive or efficient manner. As we've already noted, you may have to give up the time you waste in your local pub or a few of the television programs you watch, but it should be worth it in the long run.

Efficient time management boils down to planning what you're going to do, and then doing it without back-tracking. Start by making a list of the things you want to do tomorrow, each evening before you jump into bed. Schedule your trips to the store or wherever to coincide with other things you have to do, and with your trips to or from work. Organize your trips to take care of as many things as possible while you're out of the house. Take stock of the time you spend standing around shooting the breeze - especially the time you spend on the telephone - and eliminate all that isn't necessary.

Whatever chores you have to do at home, set aside a specific time to do them, and a specific amount of time to devote to them. For instance, just one hour a day on yard work would probably make your property the envy of all your neighbors. Don't try to do a week's work in one big flurry. Whether it's painting your house, fixing leaky faucets, or mowing your lawn and trimming your shrubs, do a little bit or one particular job each day and you'll be amazed at your progress.

Take care of all your mail the day you receive it. Don't let those bills and letters pile up on you. If you're unable to pay a bill immediately, file it in a special place that's visible and note on the envelope the date you intend to pay it. Answer your letters the same day you get

them.

The important thing is to think of your time as your most valuable asset - it is - so organize what you have to do, and what you want to do. From there, it's just a matter of arranging your priorities.

Once you start listing and planning what you want to do, and then carry out your plans, you'll find plenty of "extra time" for handling virtually any kind of information publishing project. People in general may not like routines or schedules, but without some sort of plan relative to what is supposed to be done, the world would be lost in mass confusion. Laws, ordinances, and regulations are for the purpose of guiding people - we live according to an accepted plan or way of life, and the better we can organize ourselves - what we have to do, want to do, and end up doing - the more productive and happy we become.

The secret of all financially successful people is simply that they are organized and do not waste time. Think about it - review your own activities - and then see if you can't find a couple of extra hours in each day for more constructive accomplishments.

When you begin planning, and then when you actually become involved in an information publishing endeavor, you should work it exactly as you've organized your regular day-to-day activities - on a time-efficient basis. Do what has to be done immediately - don't try to get done in an hour something that's going to take a week. Plan it out on paper what you have to do, what you want to do, and when you're going to do it - then get right on each project without procrastination.

Finally, and above all else, when you're organizing your time and your business, be sure to set aside time for relaxation. Be sure to schedule time when you and your spouse can be together. You must not involve yourself in anything to the extent that you exclude other people - particularly your loved one - from your life.

Taking stock of the time you waste each day, and then reorganizing your activities is what it's all about. It's a matter of becoming time-efficient in everything you do. It's really easy to do, and you'll not only accomplish a lot more, you'll become a happier person.

Again almost everyone wants or needs to find a means of achieving all of their wants, needs, and goals. The most reliable source of power to accomplish this, is to work for yourself.

Sooner or later, it is time to turn to Information Publishing, one way or another, give it a try as a pathway to the fulfillment of all your dreams.

We are constantly bombarded with "fabulous get rich quick" opportunity offers in our inboxes. In just about every offer we look at, advertisements promising UTOPIA, just for visiting their web site.

Each and every one of these opportunity offers seems to promise complete fulfillment of the readers "needs, wants, and desires." They all make it sound as if all one has to do is sign up - send in the small fee - get the details - an explanation of the plan - and almost immediately, their inboxes will begin to overflow with letters containing cash, checks and money orders. No big investment - no business knowledge - and no work required.

My friend, all of this is "advertising hype," designed to "lead the reader into seeing and tasting" the fulfillment of all his dreams. He's so overwhelmed by "the solution to his wants" offered by the advertisement, that he reads "only what he wants to read" in these opportunity offers. That's "Top-of-the-line" copyrighting, and worth its weight in gold!

True Success Come From With In.

What does it take in our everyday lives to be successful? In order to evaluate this question it is first necessary to understand what "success" is and what all successful people have in common. It is probably safe to assume that anyone reading this ebook wants to be successful. However, only 5% of the population will ever reach their potential for all activities, 95% of the people will never truly be successful. By definition, success is the realization of a worthy deal. Success is different for every individual. For some people, an annual income of \$25,000 would be a success, for another it may be \$125,000. Whatever it may be for you, there are 5 characteristics that you must have in common with other successful people in order to achieve true success.

In fact, the very idea of undertaking such necessities to successful Information Publishing - at the risk of losing a lot of "hard-earned" money - is so frightening to so many people that they never get beyond this part of the plan.

So, and as a reiteration of what has been stated earlier, the big-big money in Information Publishing, always has been, and always will be made by those people with the "moxie" to produce their own product. After everything has been "torn apart and put back together again," the bottom-line fact remains - The easiest, and most profitable Internet business, is an Information Publishing Business.

Achieving Success In Information Publishing

Once you've got your Information Publishing business established, it's only natural that you should "add to it, or have something else to go along with it that brings in additional money." Keeping the that in mind, this where your reseller programs come in. For working the back end. Or selling to the same customer twice.

Riches beyond your wildest dreams, are entirely possible and waiting for you - provided you have your "finger on the pulse" of the market, and a business plan that will enable you to attain total success. Most opportunity offers cost you money, a lot of your time, plus work that even a "work-aholic" would shy away from , and they deliver only enough income to keep you "reaching" for the brass ring, untold frustration and indebtedness.

There are secrets to success in Information Publishing - Number One, an ability to analyze and understand the market+ Number Two, the ability to select and offer the right product at the right time - Number Three, an ability to write the right advertisement and get it in front of the majority of your potential buyers.

Everything worthwhile takes a little bit of time to organize; a little bit of money to get it started; and a little bit of work to "push it through to total success," but of all the money-making possibilities you have ever been offered, this one can definitely be the easiest and most profitable for you!

No other business venture seems so inviting, or attracts so many people than that of Information Publishing. On the surface, it appears to be an easier and faster way to become rich than almost any other method of doing business. All the people in the world are your potential customers; you work from the privacy and comfort of your own home; you set your own working hours; and you answer to no one but yourself.

Ideally, you should have a product of your own. Your product has to have mass appeal, and it has to be something not readily available to your prospective customers except through you. It should be something you can send through the Internet- deliver to your customer - for next to nothing in relation to your selling price. This is a concept known as instant access. This is easy to accomplish on the internet, you simply supply a download link immediately after purchase.

The best money-making product of all is a "How-To" ebook. You don't have to be a literary genius, or even an experienced writer to write one of these ebooks. You could have something that will continue to bring in money for you for many years to come.

The absolute best money-maker of them all is an ebook you've found a great need for, researched thoroughly, and written from scratch. Discovering these needs is not that difficult a task.

If you just don't have the time to write and market one of these ebooks, or just cannot produce one for whatever reason, the next best thing to sell ebooks written by others. Or reseller programs. The only problem with this approach is that after a year, nearly everyone on the Internet will have a copy of these ebooks, and will be trying just as hard as you are to sell them.

Just because you haven't got the time or the tools to write one of these ebooks is no reason for not producing one. If you have an idea or the background material, and the confidence that such an ebook, you need to make the time. Remember, once you have it together and written, you just continue making copies of your original and filling orders for as long as you wish to stay in business.

Create Repeat Business

You should also have a "follow-up" offer for every order you get. Many people make the mistake of "sending their whole store" in response to every inquiry.

When you receive an order for the product you've been advertising, make them aware of another product you are selling. The most effective practice is to include links and endorsements on your thank you page. That is the page buyers are directed to after purchase.

Once you've broken the ice and got him spending money with you, continue showing him products of a related nature that should stimulate his appetite for greater success. For sure, he'll never be more in the mood to buy from you than when he receives something he has ordered. So every time you fill and send out an order to a buyer, include an opportunity for him to buy even more from you.

Selling your ebooks depends on your advertising. You have to get the word out that you have "money-making information" available for sale. Look at how some of the established information publishers are doing it, and copy their methods. Do not copy their ads -instead, use them as idea stimulators for your own original copy.

One of the insider secrets of the information publishing business is in multiplying your advertising exposure. This means simply that you start with one ad, and from there, expand your exposure by multiplying that ad. This can easily be done by offering a free ebook, or gift, to each of your sites visitors. You include your ad in the ebook and allow visitors to give to away as well. It's as simple as that, and it works every time.

Developing an Attitude to Achieve all of Your Goals

Goals are the single most important factor in achieving success. Without a realistic goal, how will you ever know when you have reached your success level. All successful people set goals. All goals must be realistic, short term, measurable and obtainable within the bounds of your own perception. As time passes, your goals can always be adjusted upward to reach your ultimate goal of success. However, if your initial goal is to be worth \$1,000,000 by the year end and you are currently only worth \$100,000 with an annual income of \$50,000 a year and this is November, you most likely will never be able to reach it and therefore, it is unrealistic. Biting off a job in small portions makes the eventual achievement of the total task seem easier and manageable. All successful people constantly set goals, re-evaluate their goals and scale them upward toward even greater accomplishments.

A positive attitude is an important factor that successful people have in common. I have never met a truly successful person who I would consider a "self made" success that did not have a positive attitude. These people relate to the world on a positive basis. They always look for the "can do" not the "can not do" side of every situation. "If you think you can or if

you think you can't, you're right." All successful people truly believe not only in themselves, but in the reality of their goals. A positive attitude is contagious and when it is sincere, the people with whom you come in contact will relate to you and your activities with a vitality and positive attitude that causes a winning, successful environment.

The truth is always best to deal with for several reasons, not the least important of which is that it is always the easiest to remember. If you are going to be successful, you will not have time, energy and ability to remember untruths, or lies that you have told people. This consumes valuable energy and detracts from the power needed to run a successful life. The truth is easy to remember and generally, in the long term, easier to deal with. True winners are always ready to face the truth in situations and handle things as they deal with them on a timely basis and then proceed to get on with the business of running a successful, prosperous life. Never having to back track to cover up problem areas.

Research and Development in today's society have become extremely important to all major corporations. This is where all new products and ideas evolve. Successful individuals have always understood this principal on a personal level and they constantly strive to improve their own abilities through such methods as formal educational systems, seminars, reading books, listening to ideas the thoughts of others, and in any manner that presents itself to them. Successful people truly believe they can improve themselves and constantly strive to seek methods and means that will help them accomplish this task. They also know that there is a price to pay for this success and the return on investment is sometimes great and sometimes small, but that the return without the investment is always the same "0". Of course your investment being either time, money or both.

Man's ability over all other creatures on this Earth is the ability to think. All successful people use this talent to improve their lives and control their own destiny. Only you can take the initial step toward the unleashing of the power within your own mind. The power is awesome and at times can be frightening. However, man has abilities of the mind that many people can not or would not believe.

The first step in using your true mental abilities is understanding the seven triggering mechanisms that is sure success.

1. Passion - All truly successful people such as Lee Iacocca have a driving force within them that sets them apart from others. A desire, an energy that gives them the fuel to reach their true potential. This force is a part of them 24 hours a day, seven days a week. It never subsides. Their total existence is sustained for the fulfillment of their goals. The passion within this individual to achieve has been so deeply implanted, that their mental power is driven by this force and will not let them do anything other than achieve.

2. Belief - "They can because they think they can"-Virgil. You will only make \$100,000 this year if you first believe you can. If you do not believe you can you are telling yourself you want it, but it is truly not obtainable. The truth of life is that man's limits are self imposed by what the mind is given to believe. If you expand your belief of your own abilities, you will also expand your true realm of accomplishment. A man of whom all are aware, lived his life with adversity, but he constantly believed he could achieve.

Failed in business at age 31

Was defeated in a legislative race at age 32
Failed again in business at age 34
Overcome death of sweetheart at age 35
Had a nervous breakdown at age 36
Lost an election at age 38
Lost a congressional race at age 43
Lost a congressional race at age 46
Lost a congressional race at age 48
Lost a Senatorial race at age 55
Failed to become Vice President at age 56
Lost a Senatorial race at age 58
Was elected President of the United States at age 60

With all the adversity that faced him, President Abraham Lincoln had no reason to continually try other than the fact that he believed it was his destiny and measure of success to accomplish this task.

3. Strategy - A strategy is your game plan of life. The road map you will use to accomplish your goals, ambitions and desires. Just to believe you can earn \$100,000 a year is not enough, you must design a strategy that gives your life direction and navigates you toward success. The key to strategy is to design a proper strategy to achieve your success without the detours of life, to find the shortest distance between two points.

4. Clarity of Values - Man must first determine which things in life are most valuable to him. He must determine his feeling about such things as patriotism, pride, love, freedom, excellence, ownership and tolerance. These are values in society, the moral, ethical and fundamental judgments that we, as individuals, deem important. Without a clear system of values for ourselves, it is impossible to believe in something with a passion that has no value to us. Once we have established our individual value system we are then able to determine how we can achieve success based on our priority of values. What must we give up in one hand to accomplish what we desire on the other. Without a value system we can never move forward for we may be trading without increasing our potential for success.

5. Energy - Without the physical vitality to take action, nothing would ever come of our system to this point. The passion could build, our belief of accomplishment could be overwhelming, we could have the best strategy or map to achieve the ultimate value for our own life, but if not for taking the first step, nothing could ever be accomplished. Great success cannot be separated from physical, spiritual and mental energy that allows us, compels us, to accomplish the most with what we have to work with. Physical energy comes from the strength of the body itself fueled by our intake of nourishment. It is therefore important that we fuel our engine with premium fuel (good eating habits), not low grade regular (junk food). Our spiritual and intellectual energy evolves from our environment and it is therefore important that we assess our own personal environment to maximize the energy that we can obtain.

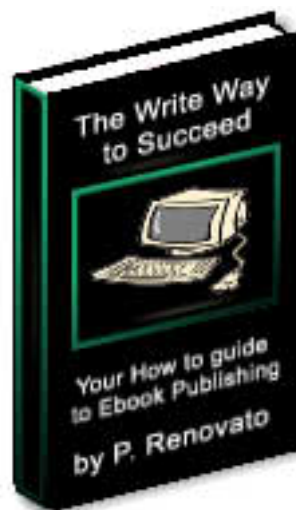
6. Bonding Power - We have all known people that have exhibited the ability to get along with anyone and everyone. The ability to be a chameleon is truly the ability to connect with

and bond with others.

7. Mastery of Communication - To take charge and run your own mind. No longer allow our mind to run our lives, but rather take charge of our own mental abilities and cause them to work for our own accomplishment of success.

I wish you every success!

P. Renovato



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