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15 Key Questions About Writing Your Own Tips Booklet

By Paulette Ensign

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Everyone has something they want the world to know about and a tips booklet is a great way to do that. More than 500,000 copies in three languages of a tips booklet called '110 Ideas for Organizing Your Business Life' have been sold, all without spending a penny on advertising.

Here are some questions to get your tips (and cash) flowing. You can mine your own field of gold by looking at any promotional literature you have created, audio or video tapes you have produced, press releases or articles about or by you, your product catalog and even your business card.

1. What is the single most important subject from your experience or knowledge that you want the world to know about? If there are several topics, which one is most compelling to you right now?
2. How would you narrow that subject down into segments? Do those segments create additional booklets to develop a series?
3. What do you want the booklet to accomplish for you? Do you want to altruistically spread the word about something? Will a booklet be a marketing tool for your business? Can it be a profit center for you? Would you like it to be a marketing tool and a profit center?
4. What are you often surprised by that people do not know about your subject area? Is there something that seems so 'common sense' to you, while being highly helpful or enlightening to others?
5. What is the single most outstanding thing you want people to know? Is it a new skill, perspective, attitude, expanding general knowledge?

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6. Does your information need to be presented sequentially or can it be random? Can a specific entry stand on its own or does it need whatever came before it to cause it to make sense to the reader?
7. What do you want people to do and not to do, be or not be as a result of your booklet? How will this information benefit the reader?
8. Who besides the reader can benefit from this material? Are there manufacturers, suppliers, distributors whose business activities can profit by distributing your contents?
9. Is there language that is peculiar to your topic? Have you considered how you will monitor and treat that in your content?
10. What surprised you most when you learned about your topic? Is that useful to pass along to your readers in some way?
11. What resources are needed to implement any of your suggestions? What are the easiest ways to accomplish what you are recommending to your reader?
12. What do people need to know about you? What gives you the credential to write about this topic?
13. What other products and/or services do you have to assist the reader in this topic? Are they products and services of your own or of someone else's?
14. How would short anecdotes be useful in supporting your materials? Would they get in the way or enhance your content?
15. Do your tips need visual support with graphics to allow them to be more fully understood? Is clip art adequate or do you need original art?

Paulette Ensign is the founder and CEO of Tips Products International. Her company's products and services match your needs and budget with a manual/video/booklet package and on-phone teleclasses for the do-it-yourselfer, consulting services for those who are interested in partnering and complete services for the delegator.

'Everyone has something they want the world to know about. An informational tips booklet can be a great way to do that.'

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Tips Booklets – Choosing Your Best Topic

By Paulette Ensign

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There are TONS of things you find interesting in your life. You could write an informational tips booklet about any one of them to help other people learn what you know, and make some money from the booklets in the process. Where is the place for you to start?

First, give thought to whether you want your booklet to have a two-fold function as a marketing piece for a current business you own and also an income stream unto itself. That will narrow your choices somewhat. Choosing a topic that has nothing at all to do with your business means your marketing efforts will be split between marketing your business and marketing the booklet. Why not align them so they cross market each other? You may have a passion about something that has nothing to do with your business. If that passion is so strong that you just have to do it, then you already know your answer. Otherwise, select a topic related to your business activities.

Now that you have narrowed it to something connected to your business, consider whether the booklet needs to be an overview of the topic you are promoting, or if it needs to focus on one specific aspect of something you know is your big seller or greatest profit service or product of your business. Starting with an overview booklet and spinning out more specialized booklets later is something that will provide good opportunities for re-sales to the people who bought your first booklet, opportunities for you to stay in front of those same clients. They could become buyers of larger quantities, larger services or become ongoing customers of a very consistent volume of what you have.

A public speaker could do a booklet mirroring each of the topics on which they speak. A consultant can focus on each of the areas within their specialty. A manufacturer would be likely to create a booklet on the uses and benefits of specific product lines. A therapist could consider doing one on coping mechanisms for different syndromes.

You may find yourself wandering in your thoughts as you begin the first booklet. It just might be that you are writing two booklets at once. Keep yourself to writing no more than two booklets at a time to assure completing them. Once those are done, start the next two! Or, you could realize that one 16-page booklet accomplished all that you wanted it to, once you identified your most appropriate starting place.

The next challenge will be what to do with the booklet once you have written and produced. There are untold ways to promote your booklet. For

more information on how to write and market booklets, contact Tips Products International at Paulette@tipsbooklets.com or 858-481-0890.



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