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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

5 Reasons Why You Can't Create Your Own eProducts

By Dan B. Cauthron

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What is there that prevents you from creating and marketing your own exclusive information eproducts?

Chances are, it could be one or more of the self-defeating reasons that we commonly hear from those who contact us seeking advice. Several of those reasons are addressed here. We intend to debunk the validity of each and every one.

Reason #1 – I Can't.

Can't isn't even a word! It's a contraction of the words can not. Those are the two most self-defeating words in the English language, or any other language that they may be translated to.

Think of it this way. In the first stages of all our lives, we really could NOT do much of anything. Mother or Dad, or someone else, had to do everything for us. But all of us, as we grew, LEARNED to DO things for ourselves.

Our human ability to learn is what sets us apart from the beasts of the field and forest. Take advantage of that miraculous gift. After all, do you think that the world's most successful people were born knowing everything they know today? Of course not!

Reason #2 – I Don't Have a Good Idea For an eProduct.

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As the Internet itself is in a constant state of flux and metamorphosis, so do new problems and new needs arise constantly. Therein lies a hotbed of potential for new solutions and new information to be disseminated.

Consider your own needs and problems as an Internet user. Believe it or not, there are untold numbers of other people worldwide who are experiencing the same situations. It behooves you to do some research, find solutions to your own problems, and then help others to fulfill those needs.

Now, think about what specialized knowledge you already

have. Practically everyone has experience and insight that others will happily pay for. Natural human curiosity motivates us all to want to know what others know, and the range of topics is limitless. What you know IS worth money to many other people.

Reason #3 – I'm Not a Good Writer.

Have you ever written a letter to a friend? Do you communicate with others through email? Then you CAN write. Whether or not you think you are 'good' is not an issue here. After all, we're talking about creating an information product, not winning a Pulitzer Prize.

Begin with an outline or framework of the major points you want to convey. Next, add sub-topics as needed to elaborate your point. Then, begin 'filling in the blanks' with the information and knowledge that you have on each point. Even the great novelist James A. Michener used this mechanical approach.

Even the best writers in any venue compose their works in rough draft. Editing, punctuation, and grammar correction comes later, and is typically relegated to someone else who has an eye for such work.

Final editing can be easily accomplished by contacting the English department of a local high school or college. You may also do an online search for the keywords 'editing services' or 'ghost writing' to get professional assistance.

Reason #4 – I Don't Know How To Compile The Product.

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eBook compiler softwares are readily available for as little as \$20 US, and since their advent a few years ago, they have come a long way toward being user friendly. Besides, this is actually the most simple of all the steps in generating your own eproduct. Using a good software like eBook Edit Pro, you can have a ready to market product in as little as 30 minutes.

If you prefer to seek professional help at this stage, do an online search for the keywords 'ebook compiling services.' You will be presented with several options to investigate.

Reason #5 – I Don't Know Where or How To Sell The Product.

This is not a valid reason either. The Internet itself is

an information driven medium. Most Internet users come online seeking one thing only . . . information. Your job will be to present your product in the right places when those people come looking for the information.

Untold numbers of volumes are available on the Net that deal with the topic of ebook marketing. We're happy to offer, with our compliments, three concise guides that will help you on the way to successfully marketing your own eproducts. Send a blank email to our autoresponder for the download links.

<mailto:selfpublish@listwarrior.com>

So you see, there is actually nothing standing in the way of you creating and marketing your own eproducts, except your own fears, or your own failure to recognize your own natural abilities. Begin right now by saying 'I CAN.'

Dan B. Cauthron offers original marketing insights and a 7-Volume eMarketing Library to all new subscribers. Join his list by visiting <http://www.Earn-Revenew.com> or send your name and email address to Dan@Earn-Revenew.com with the words 'subscribe me' in the subject bar.

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None

Customers Will Teach You!

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Customers Will Teach You!

The fastest and safest way to improve your small business is to create a business niche for yourself. Create a niche, promote your expertise, customers come knocking at your door and you make more profits.

If you will let them, your customers will teach you where to take your business. The strength of your small businesses is your ability to learn from your customers. You have constant contact with your customers. They will teach you how to make more profits in your business. They will show you where to create your business niche.

This 15 minute exercise uses five of your favorite customers. To complete the exercise, think about and remember the names of five favorite customers. Remember the buying process they had with you. Take a moment to write down their names.

Below is a list of reasons why customers buy products and services. For each of your five customers indicate what reason, (they may have two reasons), why the customers purchased from you.

Reasons Customers Buy from You

- They bought because of my credibility
- They bought because of my guarantee
- They bought because of my solution to their problem
- They bought because of immediate gratification
- They bought because of the neatness of my business
- They bought because of my price
- They bought because of my convenience
- They bought because of my professionalism and expertise
- They bought because of other's opinion of my business
- They bought because of my customer service
- They bought because of my quality
- They bought because of my innovations
- They bought because of their great shopping experience
- They bought because of my brand name
- They bought because you made it easy to shop
- They bought because of my reputation

Market what's working!

As you look at the reasons you checked, what pattern emerges? What are the reoccurring reasons customers are buying from you? If these are the reasons why five of your favorite customers are buying from you, how can you promote these same reasons in your business, your marketing and your advertising?

The process is simple. (If you want to be more sophisticated, complete the same exercise using a

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larger number of your paying customers). You are taking what is successful and reproducing it, enhancing it, in other areas of your business. You take what's working with your favorite customers and broaden its scope to other parts of your business. This will help increase your profits. This is also the foundation for creating a business niche.

In this simple exercise, you let your customers teach you how to make more profits. They are also showing the direction in which to create your business niche.

If you want to learn more about the niche building process, you will want to read my free report, "Niche Building: More Profits with Less Effort". This report shows you how niche building can increase your profits with fewer efforts. It's free! Just click "reply" to this email or send me an email at AI@hanzal.com and on the subject line, put "Free Niche Building Report". I will send you the free report.

Next month, we will explore other aspects of business niche building.

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