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A Profitable Idea for Writers

By Mary Anne Hahn

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To say that I read a lot is perhaps one of the greatest understatements of all time. I read chronically, obsessively. Articles, books, magazines, newspapers, newsletters—you name it. Whenever I am alone, if I'm not actually writing something, I make certain I have something to read with me. I carry a large purse precisely for this purpose; my partner, John, calls the one I hoist on my shoulder these days "carryon luggage," which should give you some idea of its size :-).

Although I have a great love for novels, most of my recent reading involves topics that inform and/or inspire. Of special interest to me is anything that can show me new ways (or new slants on old ways) for writers to make a comfortable living using their skills, things that I can share with the readers of my ezine, WriteSuccess.

One area that continues to look especially promising and profitable for writers is ebook writing and publishing.

For readers, the convenience of ebooks can't be beat; you can purchase your book and be reading it moments later without getting up from your PC or Mac.

For writers, benefits abound. Ebooks are relatively inexpensive and easy to publish. You don't need to shop around for an agent. There's no yearlong wait between having your manuscript accepted and seeing it in print. And you can do some neat things with ebooks that you can't with the traditional print variety—include your own clip art and graphics, add hypertext links right in the pages of your book that take you readers to related Web sites, and other fun online

stuff.

You can't just slap an ebook together and expect to find an instant road to riches, however. Finding and developing a book on a topic that people care about, and will pay for, is key. You will also need to decide whether to self-publish, or go through an ebook publisher. And the success of your ebook lies in how willingly, and how well, you market it.

Probably the most sought-after type of ebooks, and hence the most profitable avenue you can pursue, are the ones that contain information. These run the gamut as far as content, from how to develop a gorgeous

perennial garden to how to balance one's work and family life. If people are passionate about the topic, and feel it will enhance their lives, they will buy a book about it.

You say that this information is already readily available for free? You're right, much of it is. But if you write engagingly and well, and if you can save people hours of searching and sifting through useless information in order to find what will help them, then you can sell your ebook. Do the research for them, include the best links in your ebook, and you have something of great value to offer.

Let's take a look at a real life example: Matthew Lesko. For those who haven't heard of him, he has put together over 70 books on how individuals and businesses can find free US government money, grants and cash loans to finance nearly any venture you can imagine. His books sell like hotcakes, and I daresay he lives comfortably because of that.

Could people have found this information on their own? Absolutely. But are they willing to buy Mr. Lesko's books if it will save them hours and hours of trial and error research? You bet they will.

If the idea of writing ebooks for fun and profit appeals to you, the absolute best guide on the Web for how to create, publish and sell your own ebook is "Make Your Knowledge Sell!" This ebook is so packed with information, you'll be biting at the bit to start writing before you're even a quarter of the way through it. Even visiting the product's Web site alone will provide you with ideas. You can check out "MYKS!" here:
<http://myks.sitesell.com/writeangles.html>

Another *excellent* resource on this topic is Neil Shearing's "Internet Success Blueprint." Written for Internet marketers, it is a

superb step-by-step guide to developing and writing ebooks that we non-marketing type writers could definitely learn from. From selecting topics to choosing an electronic publishing format for your books—plus guiding you through the ebook marketing process—this one's about as complete as you'll find online. Plus, it's a fun read. Read more about Neil's book here:
<http://scamfreezone.com/cgi/176198>

If you love to write and want to make your living from it, I strongly believe that ebooks are a fantastic way to go.

Here's to your writing success!

Mary Anne Hahn is editor and publisher of WriteSuccess, the free biweekly ezine of ideas, information and inspiration for people who want to pursue SUCCESSFUL full-time writing careers. To subscribe, <mailto:writesuccess-subscribe@yahoogroups.com>.

Ways To Develop Your Own Outrageously Profitable Product

By Rich Hamilton, Jr

If you want to make big money on the web, you need to have your own product. A lot of people would like to have their own product, but they lack either, the expertise and/or have no idea how or where to begin.

Before you even think about creating a product, you need to research and make sure there is a market. You need to identify your market and find out exactly what they want for a product.

When it comes time to decide on a product to develop, you need to realize that the niche your researching is something that people want and not need. People are more apt to purchase something they want over something they need.

Why?

People on the web are impulsive shoppers, they make decisions based on emotions. When they see something they want, they buy it based on their impulse and desire to have it. Any purchase based on emotions is an impulse purchase and emotion is what sells!

Develop The Product Yourself

Today, the two hottest and outrageously profitable products on the web are, software and informational

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products, such as ebooks. If you want to build a solid reputation on the web, then having your own product is the best way to go. When most people develop their own product, they tend to favor an ebook over software.

Why?

A couple of reasons, one is, ebooks are a lot easier to develop, then software. Another reason why ebooks are so popular is, because they cost next to nothing to start up and maintain. The profit margin of an ebook is extremely high, compared to software, anywhere up to 95% is profit.

On the other hand, with software your profit margin is not nearly as high as an ebook. Unless you know how to develop your own software, developing costs will be at a minimal. You probably don't know how to develop software, so the chances of having to hire a software developer is high, and can be very costly too.

Moreover, it takes time to write and publish your own ebook. You need to write, go through the lengthy editing process, and publish it. I am not trying to discourage you, it takes time and dedication to write your own ebook. When it's all said and done, the end result is well worth it, because your are gaining the name recognition.

If you can't write, or don't have the expertise to develop your own product, no problem. I will give you a

few other alternative solutions to help you on your way to developing your product.

Conduct An Interview

You would like to write your own ebook, but you don't have the expertise to educate your reader. This is a problem that many people face. If you don't have the expertise for your ebook than find someone who does and conduct an interview with them. It's that easy!

You might be able to find an expert in your particular field that might participate in your interview for free, because it would be more exposure for them. On the other hand, a real expert knows their expertise is valuable and will charge you a consultation fee for participating in the interview.

Ghost Writers

If you are the type of person that doesn't think they can write, let alone write their own ebook. Well, that's where you can hire ghost writers. There are literally thousands of writers out there that are hungry to write for you. Ghost writers will write your ebook for next to nothing.

You can find thousands of ghost writers by going to the Search Engines and searching for the keywords "ghost writers". With ghost writers no one will even know that you have hired a ghost writer, with the exception of you and the ghost writer. I wish that I could recommend one for you, but I don't use ghost writers, so I can't.

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Freelancers

If you have ever wanted to develop your own software at a reasonable price, then freelancers might be the way to go. A freelancer is a professional independent contractor that you can hire to develop your software, or just about anything else you can imagine.

The best place to find freelancers are at network giants, like Elance and eMoonlighter. Elance is my personal favorite. Just to give you an idea, Elance alone has tens of thousands of freelancers waiting for your job.

Let me give you a quick rundown of how it works within these networks. It works just as though you were selling an item on eBay. The first thing you do is post your job, giving a detailed profile of the project. Then, you will select a certain amount of time for the professionals in that field to place their bid on your project.

These are some of the popular methods that people use to create their own products. Just make sure you do your research before you think about developing a product. You don't want to develop a product that no one wants, you will not be happy with your results.

Rich Hamilton, Jr is the CEO/President of

and the Author of Inside

Internet Marketing. His book will show you how to ignite your sales by unlocking the absolute truth to marketing online and how you can turn your web site into a moneymaking powerhouse without paying

a cent for advertising.

Ways To Develop Your Own Outrageously Profitable Product

A Simple Contest with a Strong Message for All Writers: Wake Up Your Writing Spirit

3 Smart Ways To Generate Profitable Business Ideas Anytime

THERE'S NO SUCH THING AS AN ORIGINAL IDEA!

"Ten Questions To Ask Before Hiring a Freelance Writer"

Write Around The World FREE!

Ebook Authors Interviewed

eWhiz Ad Creator

Profitable Puppets

Profitable Crafts Vol 3



This Free E-Book has been brought to you by Natural-Aging.com.

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