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A Surprising Way to Write a Million Dollar E-Book

By Joe Vitale

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Ever since Jim Edwards and I wrote our best-selling e-book, "How to Write and Publish Your Own OUTRAGEOUSLY Profitable e-Book ---- in as little as 7 days!," people have written to us for advice on how to pick a good subject for their e-book. While we've addressed that question in our book and in other articles, last night I came across a surprising new way to help you pick a million-dollar winner.

Last night I was reading a wonderful old book on creativity. It's titled 'Direct Creativity' and written by Robert Crawford. It's dated and copies of it sell for a lot of money today but it still contains some pure gold. For example, this amazing insight from the book lit up my brain cells:

"Most things you consider have several possibilities, not just one."

At first glance that tip might not mean anything to you. But imagine you're looking for a topic for your next e-book ---- and you want to be sure it will be a winner. Crawford explained his principle this way:

"You are an author. You lack a good subject for a book. You have been reading 'Uncle Tom's Cabin.' But are there not other down-trodden people in the world? There might be a story of a down-trodden Indian, or down-trodden African, or a down-trodden Eskimo, or a down-trodden Chinaman, or maybe a down-trodden white person in a northern city.

Perhaps you choose the story of an American Indian because you feel that you have a mission in the world to improve his lot."

Do you see how this works? I love this insight into creativity. What it means for you and your next e-book is this:

Search online for the best-selling books of a few decades ago or even of a century or two ago. Just as 'Uncle Tom's Cabin' was a classic and controversial book of the 1800's, and one you could adapt into an original e-book of

your own today, there are countless other once mega-hit books out there that time has forgotten. You can find such a book, model it, and write a new e-book based on its basic and already proven concept.

For example, John Bear wrote a book called 'The #1 New York Times Best-Seller.' It was a reference book consisting of facts about the 484 books that had been New York Times best-sellers (up to 1992, when the book was published). You could flip through it, look for a book that was successful decades ago, and then write an e-book based on the nature of the best-selling book. The chances are extremely high that your new e-book would be a success, too.

Why is this so? The truth is, there are only a finite number of topics available to us as authors. I once read that there are only 36 possible plot situations. You can have millions of novels and screenplays written, but only out of those 36 plots. (See 'The Thirty-Six Dramatic Situations' by Georges Polti.) The same holds true for nonfiction. The key is to find a winner from the past and update it with your own style and your own message for today.

Of course, you still have to write a good book. That's where the e-book Jim and I wrote can help you, too. But for a creative way to determine your next e-book, this brilliant method is priceless.

In short: Do a little research, find a successful book of the past, and model it to write a winner of your own today.

Go for it!

Joe Vitale of www.mrfire.com is author of numerous books, including the international #1 best-seller, "Spiritual Marketing," the best-selling e-book, "Hypnotic Writing," the best-selling Nightingale-Conant audioprogram, "The Power of Outrageous Marketing," and the best-selling e-book (with Jim Edwards) "How to Write and Publish Your Own OUTRAGEOUSLY Profitable e-Book ---- in as little as 7 days!" See www.7dayebook.com

The Monsters Out Of The Cage – Part 2

By John Colanzi

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In part one of this article we covered why electronic publishing is such a powerful breakthrough, allowing even the new online marketer to cash in.

If you missed part one you can get a copy via autoresponder.
Mailto:monster1@internet-profits4u.com

For the purposes of these articles we're going to assume you've either written your own ebook, are a reseller for the author, or you've purchased the resale rights to a book.

You've got your money machine, how do you get it to start spitting out cash.

Here's a simple step by step plan to getting started on a shoestring budget and reinvest profits to grow your money tree.

Step 1:

The first thing you'll need is a collection of classified ads that will peak the readers interest and take action.

The purpose of the classified is to get you the lead. It's not designed to make the sale.

If you'd like to learn how to write powerful classified ads download a free copy of "How To Make A Fortune With Classified Ads" at: <http://johncolanzi.com/classified.exe>

The classified ad is the most powerful tool in your arsenal.

They're low cost and carry a big punch.

Step 2:

You've got your classified ads ready to start pulling in the leads, now you'll need a powerful sales letter to close the sale. Sales letters are an art in themselves.

If you haven't written sales letters before, the best place to start is by reading "Million Dollar Sales Letters". This

famous book contains 15 powerful sales letters that have created millions of dollars in sales for companies such as the Wall Street Journal.

Find a sales letter that fits your offer and customize it to fit your style. You can download a free copy of this awesome book at: <http://johncolanzi.com/letters.exe>

Ok. You're almost there.

* You've got the next sure-fire best seller.

* You've got the attention grabbing, lead generating classified ads ready to work their magic.

* You've got your million dollar sales letter ready to close the sale and start filling your inbox with orders.

Wow! We've come a long way. In part 3 we'll work on setting up your order grabbing direct response web site.

In the words of Hannibal Hayes from the A Team, "I love it when a plan starts to come together."

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" newsletter. To subscribe <mailto:ezmailer-subscribe@listbot.com> If you want to cash as an e-publisher and make 100% profits visit: <http://www.internet-profits4u.com>



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