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**An Interesting Phenomenon**

**By Tom Busch**

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Being a student of internet marketing and marketing in general, I don't pretend to have it all figured out. This article probably won't give you all of the answers, but I hope it at least gives you a few good questions.

I subscribe to dozens of newsletters/ezines because I'm always looking for more and better information, solutions, strategies, answers, tips, tricks, etc. I don't think I'm unique either. In fact most people who are determined to make their living online, get as many or more newsletters than they can handle.

In the past few weeks, I've begun to take notice of an interesting phenomenon.

Two new ebooks, and a program which is supposed to bring you more traffic, were all introduced around the same time. I happen to subscribe to the newsletters of the prime sources for each of these new offers.

Both of the ebooks come with resale rights. The traffic program, which is free, has a multi-level scheme, whereby a user's benefits increase by introducing new users who in turn introduce new users and so on.

Now here's where it get's interesting. Within a day or two of receiving these offers from the prime source, the same offers started pouring in from all sorts of newsletter publishers.

## An Interesting Phenomenon

In other words, they bought the ebook(s) and/or signed up for the traffic program, got out their lists and got busy. And they wasted no time.

Now, this probably happens all of the time, but it was the first time that I actually stopped to watch it take place.

This "phenomenon" brought up the following questions.

1) Is there any money to be made on products when the resale rights are so easily obtained?

Money is money and even a couple of sales will cover the purchase price and a put a few extra dollars in your pocket. But I think there is a deeper question here. Is it worth using up some of the precious but limited amount of attention your audience can give, on offers like these, or are there better ways to take advantage of it?

2) Is it a good idea to give away resale rights to everyone who purchases your product, when instead you could line up some good affiliates and profit from each and every sale?

I think that I know the answer to this one! When it comes to ebooks, yes, it probably is a good idea. Most likely, the author is employing the following, rather clever strategy. He or she is counting on healthy back-end profits from links within the ebook to other products/services. This is even better than making it a free ebook, because now there are hundred or even thousands working very hard to distribute it, thus vastly increasing the number of people exposed to those profitable links.

Hey, I guess I do catch on.

3) Is multi-level promotion, as in the case of the aforementioned traffic program, inherently flawed?

Now, I'm not talking about two-tiered affiliate programs, or even products that come with resale rights. I'm talking about anything you promote in which your profits/benefits are dependent upon getting other people to promote it too.

I'm not going to answer this question, as it is much like debating religion. When it comes to MLM or multi-level

marketing, there are believers and non-believers and both are equally passionate.

I want to make it abundantly clear that I am not knocking anyone who employs any of the marketing/promotion methods outlined in this article. As I stated at the very beginning, I am just a student, struggling to learn. There is one thing I've learned for sure though, he who is the prime source stands to gain the most.

## **Have You Tested Your Plot?**

**By Nick Vernon**

Creative Writing Tips -

Our plotting stage is our testing area.

Everything in the plot should be tested for its effectiveness before we put it into our stories. If you believe something in your plot could be better, make it better.

Figuring everything out in your plot will save you time rewriting later.

So how do you test your plot?

Start with everything that has gone into it.

For example... Are the events interesting? Does your plot contain problems for the character to solve? Have you given your character a goal? Is the conflict strong? Is the resolution of the conflict interesting? Is the character interesting? Is the setting of the story interesting? Will the incident or situation be interesting to your readers? Etc

Make a list of what your plot contains. Comb through it carefully and tick off each item. If you find that some things need to be worked on some more, work on them.

I know to some this might be tedious work, but...

"Every one-minute you spend in planning will save you at least three minutes in execution."  
Crawford Greenwald

Besides his passion for writing, Nick Vernon runs an online gift site where you will find gift information, articles and readers' funny stories. Visit

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