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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!

Boost Your Business: Publish A Book

By Dee Power

Entrepreneurs are always on the lookout for ways to boost their business. One of those ways is to become an author. A book doesn't have to be 100,000 words and hundreds of pages long. An e-book can be as short as 50 pages, just make sure it's packed with solid, useable information.

How a book can boost your business

A book immediately establishes the creditability of the author in their field. Customers feel more secure knowing the company they deal with has recognized established expertise at the helm. The release of a book can lead to greater media exposure and requests for speaking engagements which increases the visibility of the firm.

A book can be given away as a promotional item to new customers. If it's an e-book, there are little or no out-of-pocket expenses. An e-book can be immediately downloaded from a website or sent as an electronic file in response to a request. The contact information of the potential customer can be collected as part of the download process.

Polish to Perfection

If you have the great ideas for a book but your writing needs a bit of help, there are the options of collaboration - writing with another author, using the services of an editor and ghost writers. Hiring a writer to take your ideas and put them on paper in manuscript form is no different than hiring a copywriter for your advertising, or a public relations person to write your press releases. What counts is the content and that comes only from you.

Is Self-Publishing Right for You?

E-books can be easily formatted from most word processing files at minimal cost.

If you want a hard copy of your book, you can use a publish on demand company such as Iuniverse, authorshouse or xlibris. The fees are reasonable and you can print as few copies at a time as you

need. One company, lulu.com doesn't charge any fees upfront, although you need to have your book, including the cover artwork and formatting all ready to go. Again you can have one copy printed or one hundred.

An offset printer is the most cost effective method of printing 500 copies or more, but you're responsible for all the formatting, interior design and artwork.

If your goal is to see your book being sold in bookstores then it makes sense to forgo the self publishing route and consider selling your book to a commercial publisher.

Mainstream Commercial Publishers

There is a bit more cache when a book is published by a mainstream commercial publisher rather than self published. Publishers vary in the types of books they're interested in. Some only want nonfiction

narrative, some cookbooks, others business books. There are a number of resources, both websites and books, which describe what types of books each publisher is looking for, their contact information, and often the name of the editor to contact.

Commercial publishers will pay you an advance, which is simply a fee for allowing them to publish your work, and take care of all the editing, formatting, cover design, and marketing. The advances can run from a few thousand dollars to several hundred thousand dollars. Once your book is accepted, you do not have to pay the advance back, unless of course it's stipulated in the contract, but that is very rare. Commercial houses have the distribution and sales force in place to get your book into bookstores. Most bookstores, both independent and chains, do not stock self-published books.

The downside of commercial publishing is it takes time, from 12 to 18 months, to see your book finished and sitting on the shelf. You also lose a bit of control over the process. Most publishers take into consideration the author's wishes as far as cover design, publication date, pricing, and marketing, but they have the final say so in those decisions.

Preparation

Know what publishers and literary agents want to receive. Most publishers will not accept unsolicited manuscripts, so don't send them one. Send a query letter which describes your book and why you're qualified to write it, to the appropriate editor at the publisher.

Good News

The good news is, most nonfiction books don't have to be completely written before the publisher offers a contract. You just need a solid book proposal and a sample chapter to entice them.

Dee Power is the author of *The Making of a Bestseller: Success Stories From Authors and the Editors, Agents and Bestsellers Behind Them*. She has also written several books on entrepreneurs, venture capital, angel investors and business planning.

<http://www.Capital-Connection.com>

Reward Those Who Publish Your Articles!

By Martin Lemieux

It is pretty obvious that content is king online. It is also obvious that writing more content and submitting them to other sites will help boost your popularity and bring more visitors to your site.

So why wouldn't you help boost those pages that have your articles on them?

I want to share a small tip that will help boost your articles popularity all over the world.

See, most of us who do write articles are mainly concerned about getting their articles published. Well why wouldn't you reward those who publish your articles?

I am consistently finding ways to boost pr ratings for ALL of my pages within my site, you should be too. If we are all trying to do this, then why don't we help boost our articles on other sites!

Here's an example of this...

I have an article titled: "Getting A Better Rank For All Your Pages"

Now simply listing this article on my site isn't enough. I also promote and submit this article wherever I can. If by chance a web site publishes my article, I will reward that site by adding a link on my site were that article is listed.

Infact, if you've seen my marketing tip articles, there is a small resource box at the bottom of each article that links to all the sites that have listed that specific article. Being more specific, I don't link to their main page, I link to my article.

Here's what that accomplishes...

Let's say your article is listed on "Articles R Us" and you want your article to be found by anyone who searches for that company, boosting your pr rating for your article on "Articles R Us" will help you get more visitors from that site.

See, it's not only about listing your articles because we would all like to have our articles found right away and 1st. Don't miss the chance to gain more visitors by letting your article die out on the site that you listed it in.

What if all your articles listed on other sites, had a pr rating in google of (pr4) or more? That would be great!

That would be great because we all know that Google rewards your link popularity when listed in a

page that is pr4 or more!

So don't be shy to reward those who list your articles, doing so will only boost your search engine ranking and also give you a lot more visitors than before!

Martin Lemieux
Smartads – President

<http://www.smartads.info>

Affordable web site design & Web Site Marketing Tips

<http://www.flyinggelatingames.com>

ASES – Affordable Search Engine Specialists

GOING TO PUBLISH THIS ARTICLE?

Send us a note of the location so we can add a link on our site to where you have used the article!

<http://www.smartads.info/contact>

Reward Those Who Publish Your Articles!

WHERE CAN I PUBLISH MY BOOK? (PART 3)

10 Tips For Writing An Unforgettable Ad!

Never think again that your book publishing efforts will fruit nothing!

7 Steps to Successful Publishing

100 Instant PDF Templates

The ezyebook Guide

Build Your Own Mail Order Empire

The Public Domain Reports

Ebook Authors Interviewed



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