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Impair Healthy Healing In People Over The Age Of 30!

Can Your eBook Idea Survive The '5W' Acid Test?

By Paula Morrow

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<http://www.idealmarketingcorp.com>

If you've been cruising the Internet highway for any length of time, you've run across tons of ebooks. They've almost risen to mythical proportions as "the" vehicle for producing unlimited profits. Even with this flooding of the market, the door's still open IF you develop an ebook that's highly targeted, serves a 'want' and delivers quality content.

So, you think you've fully analyzed your idea? Think it's a moneymaker? See how it stacks up in the following '5W' acid test, to determine whether it's ready to go or if more development is needed.

Here we go:

WHO is your audience? Have you determined whether there's a demand? Does it address a problem or want currently being discussed in discussion forums – is there a trend you can cash in on? Check it out now, to make sure your market exists – don't make the mistake of falling in love with an unprofitable topic!

For forums discussing Internet marketing:

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<http://www.ablake.net/forum>
<http://www.uni-sol.com/warriors>
<http://www.friendsinbusiness.com/forum>
<http://forums.list-universe.com>

For Internet marketing plus other markets:

<http://www.exchangingideas.com>

WHAT is your markup going to be? 200%? More? What pricing will your market support? Are you pricing it too low/high? For help in this area, an affordable resource is Ken Evoy's 'Make My Price Sell!' manual. Click here for more information:
<http://mysp.sitesell.com/idealmarketingcorp.html>

WHEN are you planning on launching? Is it a seasonal topic that should be launched at a specific time of year, or is it evergreen? Timing a launch correctly could be critical to your success.

WHERE will you promote it? On Pay-Per-Click search engines (go to <http://www.pay-per-click-search-engines.com> for a complete listing)? With ezine sponsor or solo ads? By writing ezine articles (if you need help on where or how to submit your articles go to eZine Announcer at <http://wetrack.it/eza/af.cgi?514>).

Is your killer sales letter ready? If you're not secure in this area, I (and others) strongly recommend Marlon Sander's products. His site: <http://www.higherresponse.com>

WHY should a prospect invest in your ebook instead of your competitors? What's your USP (unique selling proposition)? What does your information or approach offer that others don't?

A few other things to keep in mind in order to ensure a profitable ebook:

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*Select good ebook production software. Make sure it produces ebooks that can be read by BOTH Macintosh and IBM systems. Consider Adobe, since the resulting pdf ebooks can be read interchangeably. You can sign up for a free trial and make a few free ebooks at <https://createpdf.adobe.com/index.pl/> Just recognize that not everyone owns IBM; don't leave money on the table by producing, for example, only ".exe" ebooks.

* Does your ebook have a strong cover graphic? Visual packaging is critical online. Do it Yourself with eCover Generator (go to <http://www.ecovergenerator.com/x.cgi?adminid=814&id=24866>) or have Vaughan Davidson (the person behind many of the Internet's high-quality ebook graphics) do it for you. His site: <http://www.killercovers.com>

The demand for ebooks and information is still going strong, regardless of whether your target market is cooking, fishing, real estate, wood carving, insurance or something else. Just make sure your ebook idea survives our '5W' acid test, and that it solves a problem and/or fulfills a 'want.' If you do, the profits will follow.

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Paula Morrow is president of Ideal Marketing Corporation. She specializes in p.r., information marketing and creating cashflow systems, plus coaching newbie entrepreneurs on innovative online promotions. Subscribe to IDEALProfits, now read in 12 countries, and receive 5 FREE ebooks! <http://www.idealmarketingcorp.com/subscribe.html>
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Paula Morrow is webmaster of <http://www.idealmarketingcorp.com> and has extensive marketing experience earned from 20 years in the public relations, entertainment and advertising worlds. Now applying this experience to the Internet, she enjoys creating cash-generating systems and coaching new marketers on innovative ways to promote their businesses both online and off.

Folic Acid Necessary For Preventing Neural Tube Defects

By News Canada

(NC)—With June being National Spina Bifida Awareness Month, it's a great opportunity for Canadians to become educated on the importance of folic acid for healthy infants. In Canada, it is estimated that four out of every 1,000 children born will have a neural tube defect, such as spina bifida. Spina bifida occurs when the lower end of the neural tube fails to close resulting in abnormal growth in the spinal cord and backbone. Most infants born with this condition survive, although the degree of disability differs. Since many pregnancies are unplanned, physicians recommend that all women of childbearing age should take a daily multivitamin containing a minimum of 0.4 milligrams of folic acid to reduce the risk of spina bifida and other birth defects.

The following tips may help women get enough folic acid and prevent spina bifida and other neural tube defects:

1. Eat a fortified breakfast cereal that contains folic acid;
2. Eat foods that are high in folic acid, such as dark green leafy vegetables, bananas, nuts and asparagus. Also, eat foods that are fortified with folic acid, such as certain breads, rice or pasta;
3. Take a daily multivitamin supplement, such as Centrum Forte® that contains 0.6 milligrams of folic acid.

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the Internet media, with ready-to-use, editorial "fill" items. Monitoring and analysis are two more of our primary services. The service supplies access to the national media for marketers in the private, the public, and the not-for-profit sectors. Your corporate and product news, consumer tips and information are packaged in a variety of ready-to-use formats and are made available to every Canadian media organization including weekly and daily newspapers, cable and commercial television stations, radio stations, as well as the Web sites Canadians visit most often. Visit

and learn more about

the NC services.

Folic Acid Necessary For Preventing Neural Tube Defects

Malic Acid A Good Supplement

How To Get The Most From Your Free eBook

Injuv Hyaluronic Acid

WHAT IS THE REAL PURPOSE OF THE eBook?

Can Your eBook Idea Survive The '5W' Acid Test?

Refund Plague Mini–Course
Tattoo Secrets
Super Six PHP Scripts
Starting a Successful Retail Business
30 Powerful Business eBooks



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