

HOW TO KEEP YOUR BOOK IN FRONT OF THE WORLD 24 HOURS A DAY AND MAKE MILLIONS!

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By **ARTHUR ZULU**

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Title: HOW TO KEEP YOUR BOOK IN FRONT OF THE WORLD 24 HOURS A DAY AND MAKE MILLIONS!

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Word Count: 581

Web Address: <http://www.1stbooks.com/bookview/10975>

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By

Arthur Zulu

If you thought that writing and publishing are difficult things to do, then you are dead wrong! The fact is that both are the simplest things as far as the world of books is concerned. There is something that is harder than putting your thoughts on paper, and getting published. And what is it? you may like to ask.

It is promotion -- getting the over 6 billion people out there to know that you have arrived. Ask any publisher writer. It's a Sisyphian task!

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Let's consider one. When Edward Fitzgerald wrote "The Rubaiyat of Omar Khayyam" he may never have known that he would sell millions. Now, he did not place the book in front of the world 24 hours a day, but kept 100 copies in the window of a local bookstore. Then what happened?

It caught the attention of the poet and painter, Dante Gabriel Rossetti, who after reading it, bought all copies of the book, and gave them to his friends. And so started the incredible success story of the "The Rubaiyat".

Well, fitzgerald was "lucky". Because some published writers have given up writing as a result of poor sales, while others are still struggling to recover their publishing costs. Bad news.

But your window to glory is not the local bookstore. It is the Internet.

I am not, however, talking about other promotional techniques like link exchanges, Ezine ad swaps, subscription exchanges, or Ezine column swaps.

Neither am I talking about byline exchanges, signature exchanges, e-book exchanges, or private web rings. I do not also mean ride alongs, upsells, free bonuses, nor forum and list moderation.

So what am I talking about? It is Newswire.

This promotional method has succeeded in placing books in the best-seller pages of newspapers, and gotten writers before TV talk shows.

So, that best-selling book on the pages of The New York Times, The Los Angeles Times, or The Washington Post may not even be better than your poetry piece or essay collection. It was made through promotion.

Now, what's Newswire? Let's see how it works.

- 1.You write and forward your press release to the over 600 websites and databases worldwide.
- 2.A reader or researcher in search of a topic that is covered in your book, visits one of the websites where your press release has already been archived.
- 3.Since the subject of his search matches the topic or theme of your book, the search engine turns up your press release.
- 4.Using the information provided in your press release, he visits your website and downloads your book.
- 5.If he is a reporter, he quotes your book in his publication, thus giving you wonderful exposure.
- 6.Your address on the press release is used to contact you for book deals, interviews, and talk shows, thus firing up your fame and fortune.

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And come to think of the over 150 million Internet Users (just to begin with), clicking away and downloading your best-seller, and mailing you to know how you did the trick. The magic is in the net!

Why not call your publisher or computer manager right now, and for a few bucks, he will place your book on the window by purchasing the Newswire for you; and archive your book ETERNALLY in front of the world 24 hours a day, 7 days a week, 28 days a month, and 365 days a year.

And then your book will make it to the best-seller lists of the world's most prestigious newspapers.

And you, the now celebrated writer, will end up in a popular American TV Talk show.

Or find yourself appending your signature on a million dollar contract document in Hollywood, the entertainment capital of the world.

And just in case you do not know how to spend your millions, I recommend you to buy a yacht and go

sail in the Mediterranean. Or jump into the next space ship and become the first writer to travel to the final frontier.

Or better still; buy a country home, and write your magnum opus, titled: "How I Made My Millions."

And live happily ever after . . .

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About the Author:

ARTHUR ZULU, The Most Controversial Writer in the World, is the author of the best - selling book, HOW TO WRITE A BEST-SELLER. Download your copy and FREE excerpt at :
<http://www.1stbooks.com/bookview/10975>.

For FREE writing helps, [mailto : controversialwriter@yahoo.com](mailto:controversialwriter@yahoo.com)

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Time and your Internet Business

By John Pryor

How many hours per day should you devote to your internet business? We've all seen the ads trying to tell us that we can make millions in no time by doing nothing if we just sign up for XXX. We probably also recognize by now that this is nonsense. If you truly want to build an internet-based business that can improve your life, you will have to invest some time in doing so. It need not be a lot of time. Many

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of the available online business programs allow you to build a business with truly impressive profits in as little as two hours a day. Of course, you can build the business more quickly if you spend more hours per day—up to a point!

Logically, you should be able to build your business twice as fast at four hours per day as you can at two hours per day. My own experience, like that of others whose opinions I value, does not necessarily support that. I find that after the first two or three hours of sitting in front of my computer, my productivity falls rapidly. Your span may be different, but the bottom line is the same: Two hours of work produces two hours' worth of results, regardless of how many more hours you spend looking at what you've accomplished.

The times of day that you choose to devote to your business may also be important. I personally know at least one man who conducted nearly all his business after his family had gone to bed for the night, between eleven at night and two in the morning. This man currently has an online business making more money each month than I would have ever made in a year as an employee of the company I used to work for. For myself, I have to revisit the thought of efficiency. I just don't get much done in an hour of working after midnight. I find that the best hours are shortly after dinner, when the daily demands on my attention have been met, and I'm not yet too tired. You may, of course, choose whatever hours work best for you—after all, that's why you're building your own business! Whatever times you choose, be consistent! You must choose your time frame, and give your best for that time—every day of every week!

Depending on the daily structure of your life, it might be necessary to divide the hours you spend each day on your business. This is not a problem as long as you're consistent. Indeed, sometimes it may be helpful to designate segments of your business time to different operations. You may find it useful, for example, to spend an hour in the morning answering email and phone messages and generally dealing with your business contacts. Then in the evening you could spend an hour, or two if you have it and can honestly make use of it, in such things as advertising your business, determining your best business sources, and generally doing whatever it is that causes your business to be better this month than it was last month.

In closing, allow me to restate what is probably the most important single piece of advice I have ever given: you gotta be consistent if you want to be successful. Whether you give one hour per day or eight hours per day to your business, you have to give it that every day, day in and day out. If you honestly do that, you will find that you have a successful business far more quickly than anyone would ever have imagined!

Looking forward to your success,

—John Pryor, the Home Biz Advisor—

John Pryor is the owner of a successful internet business incorporating a number of affiliate and sales programs under one roof to create multiple income streams. He has, over the years, found by experience many things that work and quite a few that don't. He takes great pleasure in sharing knowledge of the things that do.

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John Pryor publishes Home Business Tips, a fresh and informative newsletter dedicated to supporting people like YOU! If you're looking for the *best rated* home business opportunities, the latest time saving tools and helpful support from an honest friend in the business, come by and grab a F-R-E-E subscription today by e-mail at

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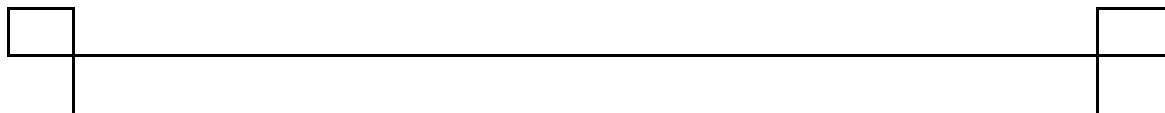
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