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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!

How to Craft a Series of Bestselling Titles from

By Jim Green

During the past ten years I have authored seventeen traditionally published niche non-fiction books, all of which (save one) have achieved bestselling status in their respective genres.

Here's the thing though; I have used only 2 topics to produce 16 bestsellers.

How do you do that; craft a series of titles from a single topic?

It's a little-known technique that dates back to the dawn of literature and is used by all bestselling authors either consciously or unwittingly.

And when you know the secret, you can also use this technique in writing fiction.

It has a lot in common with what the late great Alfred Hitchcock called the 'McGuffin'; the singular device he employed in all of his screenplays.

Hitch reckoned that everyone is looking for something whether they are watching a movie or reading a book and when you discover what people are searching for in your particular niche you will be well on your way to writing a successful book in record time.

And when you've done it once, you can do it all over again – as many times as you like.

Although considerable mileage still remains in the 2 topics I used to produce 16 bestsellers, I decided eighteen months ago to research a third topic for its McGuffin potential and the result was "Your Retirement Masterplan" (How To Books ISBN 1857039874) published in October 2004.

This title currently ranks No.7 out of 3328 competitive titles on Amazon.co.uk and is due for a 2nd upgraded edition in February 2006; to be followed by "How to Earn Money in Retirement" (How To Books ISBN 1845281128) in April of the same year.

But the McGuffin on this third topic is only just starting to bite...

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I also have signed contracts for these forthcoming titles:

1. "Maximising Mindpower to Enrich Your Retirement" - Publication date 2007
2. "Give Your Mind a Daily Workout in Retirement" – Publication date 2008
3. "101 Retirement Holiday Options" – Publication date 2008
4. "101 Projects to Spice Up Your Retirement" – Publication date 2009
5. "101 Online Venues for Stimulating Retirement Interests" – Publication date 2010
6. "Chronicling Your Lifetime Achievements in Retirement" – Publication date 2011

7. "Achieving Your Greatest Successes of Retirement" – Publication date 2011

Have you guessed the secret yet?

There is no end to its power in producing bestsellers and if you would like to incorporate it in your creative writing, you will find out how in the website featured in the resource box below.

Jim Green is an entrepreneur and bestselling author with an ever-growing string of niche non-fiction titles to his credit.

<http://1st-creative-writing-course.com>

Where to Find the Best Bookbinding Materials

By Marcus Harbert

Whether you've just started your first book binding project, or have a few under your belt already, chances are you're always looking for new places to find the best book binding materials to make your projects unique and durable. Here are a few places you may want to look, no matter what your budget.

Your local craft supply store is a great place to look for book binding materials, since you'll have find ways to creatively decorate your book covers as well. And, after you've done the foundational work of making sure that your book is sturdy and durable, you can use some of the materials that you'll find in a craft store to add finishing touches to the book that only you can create. You can find the cords/rope that you'll need to actually bind the books at a craft store, and you may even find leather binding materials to give your book a professional look and feel.

Checking out your local bookstore is also a great idea when you're searching for book binding materials. You can pick up books that will give you instructions on how to bind books of any size, and if

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you purchase the book, you can always refer back to it when you want to start working on a new book binding project. Book titles you may want to look for include *Bookbinding: A Beginner's Manual* (by John Ashman), *The Craft of Bookbinding* (by Manly Banister), and *Bookbinding and the Care of Books* (by Douglas Cockrell). These books and books with similar titles can also be found at your local library.

You can also check out your local print shops or copy supply stores to find book binding materials that you can use. Office supply stores are great for finding ideas on how to bind smaller books, and you may even be able to get certain supplies at a discount if you buy in bulk. Checking with publishing companies in your area is also a great idea, because you'll be able to get tips on how to bind your books, and how to use the most affordable materials to do it.

Of course, there are plenty of places online to find bookbinding materials, but it's best to know where to look for the materials that will make your books the best they can possibly be. In addition to the right binding materials, you'll also need binding needles, which are usually between \$7–\$13, and can be found at some craft stores, or at sites like

www.artistsupplies.com

. The Web can also give you lots of

useful information on how to authentically bind your books to give them a Renaissance or Gothic look, as well as ways to make your books last longer, even when you bind them yourself. Once you find how which resources work best for you when it comes to bookbinding, you'll definitely want to use your talent for more books in your home (i.e. photo albums, journals), and you may even begin to give your bound books as gifts to friends. Good luck!

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<http://www.Lostcrafts.com>

, a site which is dedicated to preserving the

crafts and trades of yesterday.



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