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How to Start a Computerized Information Self-Publishing Business

By MalaMaal.com

How to Start a Computerized Information Self-Publishing Business

Turn Your Personal Computer Into A Money-Making Machine by Storing; Printed Reports On Disk

AMAZING FACTS ABOUT THE MAIL ORDER AND INFORMATION BUSINESS

Fact 1: Mail art :or business is the most ideal business to operate from home. Thousands make lucrative incomes and enjoy operating from the comfort of homes, setting their own business completely out of the "rat race" . These people will never work for a boss again. The postman brings them fat profits every day – often more than they earned in a month working for others.

A US. Government report states that many one--person mail order businesses are making profits up to \$50,000 per year. The more successful mail order dealers have become Millionaires!

Fact 2:The world's easiest mail order business is Selling INFORMATION BY MAIL. Hundreds of thousands of men and women are making money in this wonderful, fantastic work.

When I say information I mean VALUABLE INFORMATION, with intrinsic value-. It could be an idea, a secret a name, an address, but something, of value it at people are willing to pay for it. What could be more profitable than selling paper and ink whereby you print information for pennies... and sell them for dollars?

Fact 3: ""Information by Mail" is a billion dollar a year Mail Order Business with a market of over FORTY MILLION CUSTOMERS, and it is growing faster every year. We are now in an information AGE where there is an explosive demand for valuable information in all sectors of today's society.

With such statistics, it's easy to see why more and more people are entering today's most exciting; and more profitable business. Many individuals just like yourself are making more money in only a week in the Self-PUBLISHING BUSINESS than they can make in a month working for someone else.

NOW IT'S YOUR TURN TO START YOUR OWN SELF-Publishing BUSINESS!

How to Start a Computerized Information Self-Publishing Business

There are two ways you can be a SELF-PUBLISHER; the hard way . . . or the easy way.

1. You can write your own self-published materials. You do your own research, find out what topics people will buy and the right price they are willing to pay, develop and advertise your offer or report, test the market, etc. etc.

Although this may be a more rewarding experience (especially if you love to write and want to be an author), I don't advise it. As a beginner, I mean. Once you become an expert in this business, you can write your own materials, make more money and have a lot of fun. But meanwhile ...

2. You can BUY your own self-published materials by acquiring the best-selling reports and manuals that are available in the market today, including the right to resell and reprint. That's right. You save the

hassle of writing your own reports. You simply pay the full retail price, which will include the right to reprint the items you bought!

Now listen. I am not talking about the sub-standard material in the market. Be careful when you acquire an article or report for resale; You don't want to purchase incorrect or incomplete information, reports of poor reproduction quality, or information that simply has no apparent value.

To be successful, you must buy for distribution, the kind of quality material that will satisfy your customers and make them want to order from you again. One source of reports with reprint rights is: Infopreneur Box 20412 El Cajon CA 92021. The company offers a free catalog.

Once you acquire reproduction rights you can reproduce materials as you receive orders. A report of several pages in length can be reproduced for 20 to 30 cents and sold for several dollars. This generally provides a profit of 1000% or higher

When you purchase the reproduction rights you acquire the right to reproduce the copyrighted materials, which also includes the right to resell the reprint rights.

Meanwhile, let's say you have acquired the reproduction rights for top notch reports

KEY ALL INFORMATION IN YOUR HOME COMPUTER

The most important thing that you can do as a Self-Publisher is to convert your printed information into computer-readable moneymaking information!

This simple act will give you the leading edge in this business. By combining technology with the information self-publishing concept, you gain tremendous possibilities for success.

1. You keep your information current, accurate and easy to update. You can change, improve and add information as you gain more experience. You can include your own personal identity and unique information regarding your offer or business.

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2. You maintain high quality printed information by using the latest technology in printing hardware and software. You have more convenient storage, faster access and better manageability in maintaining your information
3. When printing costs become prohibitive, say in producing a 100–page report, you can sell your information on disk. This automatically eliminates printing costs and reduces mailing costs substantially.
4. Since your information is stored in your computer, you can then transmit via modem, bulletin Board, electronic mail, fax, or any means of telecommunications. Shape of things to come? Nope. This is happening today. This is now a common mode in the business of transmitting (and selling) information.
5. Finally, with the above hi–tech facilities, you will be operating just like a big corporate publishing firm and will be perceived as one. You improve your credibility as an entrepreneur. There are now thousands of small one–person businesses operating from home, just like the big ones.

THE TIME FOR MONEY–MAKING ACTION!

Here is a summary of the important benefits of operating your own Self–Publishing Mail Order business:

No. inventory to carry and easy to reproduce

Extremely high mark up

Easy and inexpensive to ship via First Class or UPS

Ideal as a primary offer or as follow up offer to existing buyers

Very Large market demand

By the way, you don't have to own a computer to operate your own self–publishing business. The purpose of this Guide is simply to show how much more of advantage you will have if you use a computer as a tool in making yourself–publishing business more efficient and successful. Be a self–publisher first, then computerize your information later.

YOU MAY NEVER HAVE THIS CHANCE AGAIN . . . ACT NOW!

Think about the future. Whether you work part time or full time, you'll be able to operate this proven, wealth building business from your home, and you'll have fun making money. You won't need any employees, and you. You won't have to share your profits with anyone.

NOW IS YOUR MOMENT TO ACT!!! You have much to gain and nothing to lose.

THERE WILL NEVER BE A BETTER Time! THAN NOW!

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Cut Down On Expenses, Learn Desktop Publishing

By Luke Cameron

The onset of office and publishing software along with the invention of desktop printers paved the way for personal publishing. People are becoming more interested in creating and printing their own documents, templates, business cards, flyers and brochures. Everyone wants to learn how to use office suites, photo editing and desktop publishing software. Almost everyone wants to design their own party invitations by personalizing the fonts, colors, images and borders. Many companies are creating their own business cards and letterheads. Desktop publishing has helped individuals and companies cut down their expenses, as they don't need to hire publishing companies and printing presses to do the most menial layouting and printing jobs for them.

If you would like to learn how to create documents and templates using sophisticated software, you may want to enlist on desktop publishing courses. These courses offer a comprehensive outline of topics that deal with every aspect of desktop publishing. The courses will teach you how to plan,

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design and layout documents such as memos, newsletters, resumes, calendars, flyers and brochures. Advanced courses will include how to design greeting cards, business cards, tickets, event programs and many others. These desktop publishing courses are designed to run on a particular number of sessions or hours that may last for a few weeks.

If you are interested in earning a formal education or certification on desktop publishing, there are many online learning websites that offer desktop publishing courses. You may consider visiting

<http://www.elearners.com>

for more information. You may also inquire at state colleges that offer short

courses on desktop publishing. If you are not exactly looking for certification, but rather just informal experience, you should check out your local community recreation center if they have a scheduled desktop publishing course available for the community or town residents. You may also want to try looking for books on desktop publishing, if you wish to learn the modules by yourself.

Desktop publishing is very easy to learn. Not only is it great to be able to design your own documents and flyers, you will also be amazed at how much you can save by doing simple desktop publishing by yourself.

Luke Cameron is owner of Online Biz Mag. – an online magazine offering news, tips and articles on business topics. His website can be found at:

<http://www.onlinebizmag.com>

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