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Look Out! New Trends in Self-Publishing

By Christopher Willitts

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Unless you've been hiding out in a cave somewhere, you've most likely noticed a significant movement towards the publishing of eBooks, a.k.a. "electronic books." This new trend is making an enormous impact on the writing community for several reasons. Creating unlimited numbers of eBooks costs absolutely nothing apart from the initial purchase of the software needed to create them. In addition, there is no cost to deliver eBooks, and delivery is immediate because the entire delivering process is electronically generated.

Software is fueling the fire for this new trend.

At this moment, an individual could design an eBook with software, design the cover with software, market the eBook from his or her website, which is designed completely by software, and then automate the entire process of delivering the eBooks with software.

Once everything was set up properly, the website would both sell and deliver your eBooks for you. It would basically run itself. Just imagine... your own "eBook selling machine", twenty-four hours a day, seven days a week. And because you don't have to worry about the hassles of supplies or inventory, this method of publishing is incredibly convenient.

An eBook may have even more features and benefits than a printed book: it may have sound, video and hyperlinks. An eBook can provide a richer experience to your reader. Ground-breaking concepts like this are empowering the writing community like never before!

You can find the best self-publishing resources the internet has to offer at <http://www.go-publish-yourself.com> .

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"Empowering Writers by Bringing Them into the Innovative World of Self-Publishing."

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Christopher Willitts, the young self-publishing entrepreneur, is the Founder of Go Publish Yourself.com and President of EnfoStream, Inc. His creative writing is in a class of its own and has won various awards throughout the years. For the latest resources and information on self-publishing, see <http://www.go-publish-yourself.com>

What's Hot In Google Labs - Google Trends

By Aviva

Google Trends is definitely one feature that the statistic loving Internet marketer is going to love.

While Google Trends is currently still in testing mode, it looks as though Google Trends is basically very close to completion. Of course, everything that Google releases is generally in beta for a long time.

Providing a search term receives or has received enough searches in the past, visitors can enter this term into the Google Trends page and be presented with a graphical representation of the number of searches that have been conducted over the past 24 months or so.

While this gives some very useful information on the patterns of particular terms, it unfortunately doesn't provide any actual figures. Whether this will change when Google Trends goes live or not remains to be seen. In the meantime, though, there is some relatively useful information to be found.

Pick a topic relevant to your own site and look at the search trends. If you find that the topic you searched for is depleting in searches then look for alternatives. Of course, be careful to use another tool to ensure that changing is the sensible thing to do.

You can also compare search terms to see which ones are more popular.

You can view how the time of year affect the search volume that certain keywords have.

Alternatively, if you're just interested in discovering the rise or fall in popularity of specific terms then go to

and give it a try.

Whether this will become one of Google's biggest successes remains to be seen. This is unlikely because the information is mostly used by webmasters and there are many tools out there already that provide more comprehensive information. The good point about this information is that it is probably the most accurate there is.

Aviva recommends that you promote your website by submitting it to



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