

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Making Money With Home-Made Booklets

By MalaMaal.com

Making Money With Home-Made Booklets

Self-publishing home-made booklets and/or manuals is probably the easiest way to break into your own small home business. Even if you do not have training as a writer, you still can research information on an interesting subject and report its statistics.

Have you been afraid to self-publish because you thought you had to send drafts to publishers for acceptance? There is nothing further from the truth. You can self-publish just by typing your book or manual and having a competent typesetter place it in camera-ready format for you. (One typesetter we highly recommend is Much more Marketing, PO Box 50027, Reno NV 89513.) Or, do it yourself and save a lot of money! This is the 1990's – the age of computers. We don't have to have a minimum of 10,000 books printed and hire an agent to sell them for us anymore. In fact – the computer has made publishing affordable and easy for everyone!

Once the book or manual is ready for printing, ask your typesetter to print out 10 or 15 copies on their laser printer. You'll probably have to pay extra for the copies, but it's cheaper in the long run. If you want 50 or 100 copies, take the master the typesetter sends you and have them printed at the local copy shop.

A competent mail order printer will print them for you when you need 250 or more done; but keep in mind that the more you order, the more money you'll save. But once several copies are made and bound, you can begin marketing them. Advertise the book or manual in the 100's of mail order publications (if your book appeals to the mail order folk) or other publications geared toward the target market you are attempting to sell to. (In other words, don't sell a book about collecting dolls in Sports Illustrated.) Send sample copies to publishers who offer reviews and write-ups to take advantage of free advertising. You could even send a free sample to the publisher of a well-known tabloid and ask for a plug if they enjoyed the book.

Or perhaps you may want to try selling the book locally by taking it to flea markets or placing copies in convenient stores. Most mom-and-pop operations will allow you to place your book in their store for 40% to 50% of the cover price. This way, copies that don't sell won't cost you anything. All you have to

Making Money With Home-Made Booklets

do is check up on them once or twice per week and make sure they are easy to find on the rack to attract the eye of the potential customer. And if your booklet is filled with recipes or local folklore – local businesses will be thrilled to promote and carry your book on their shelves. Local people love to read books about their community and keep them as collectors items.

By marketing your own product – orders will come directly to you or be controlled by you. If you sell through the mail, you simply mail a copy of your book or manual with a cover letter thanking the customer for their order. Believe it or not – It's that simple! And best of all – you keep all the profits which is better than sharing the money with another publisher who drops ships for you.

Yes, there will be some costs involved in advertising, printing and mailing to promote your self-published book or manual; but do you know the costs involved in sending drafts out to publishers for acceptance? Believe me, it runs into the \$1,000's! And big companies who will publish your book

for you start out with costs of \$10,000 or more without the guarantee that you will even make one sell!

One of the easiest types of books to publish and sell through the mail are 5x8" booklets. To get a sample of one of mail order's most popular 5x8" publications, send \$2 to Graphico Publishing, PO Box 488, Bluff City TN 37618 and request a sample copy of "The Grape-Vine Journal". Examine how it is put together and how it is printed.

If you really want to save money and put your own books together, simply have them printed and shipped to you. Then, you will collate the pages in the proper sequence, staple them in the middle (called saddle stitching), fold in half and you're done. The only office tool you need to invest in is a long-armed stapler. One can be purchased at your local office supply store or through Quill or Viking (two main mail order office supply companies.) The current price is around \$40. A printer, Kem's Graphics, 549 Friendship Rd, Seneca SC 29678 specializes in low-cost printing of booklets but if you want to do-it-all-yourself, any good mailorder printer will print them and ship back to you. All you pay for is the 2-sided printing price.

Plan your next book, manual or other publication and enjoy the benefits of keeping all the proceeds. It's really a fantastic way to make some extra money while still keeping your job and your steady income. This Article is Courtesy of

<http://www.MalaMaal.com>

– the ultimate Resource for

Instant Download

eBooks and Software

covering various subjects that include health, self-improvement, diet and weight

loss, recipes, love and relationships, Christianity, blogging, RSS, sales and marketing, scripts and

templates, search engine optimization, traffic building, etc. You are free to reprint this article in other websites, as it is without editing, as long as the author's biography and all active hyperlinks (including anchor text) remain intact.

MalaMaal.com

is a unique eStore with the Latest Collection of

Resell Rights eBooks and Software

.
Most of these eProducts are sold at fabulous discounts, some at over 90% Off on their list prices. Free eBooks are also available for instant download.

Advertising In a Whole New Light

By Shannan Hearne-Fortner

Advertising In a Whole New Light by Shannan Hearne-Fortner

Organizations for women everywhere now have a free resource for informational booklets to hand out to members and event attendees. These booklets can contain information about organizing, health, family, shopping, or child rearing.

ShoppingWithWomen.com supplies these booklets free of charge. The printing expenses are covered by advertisers who are all family friendly and of interest to moms and women. The booklets are then shipped, free of charge, to the women's organizations and events that have requested them in groups of 100 or more. ShoppingWithWomen.com offers booklets for any type of event. They make a wonderful freebie to hand out and they are a great way to advertise to a very targeted group for pennies per impression.

Unlike most online advertising opportunities, ShoppingWithWomen.com booklets are hard copy hand outs that event attendees take away with them. This isn't one shot advertising. This is advertising that keeps on working for you until the recipient finally disposes of their booklet. And that could be days, weeks or even months after receiving it because ShoppingWithWomen.com booklets aren't just ad books. They also contain articles and information. Booklets are even passed on from the original recipient to their friends and family.

Generally, these books focus on a woman oriented event and then solicit advertisers either offering a discount for women, offering products of

interest to women, or offering products for children.

Booklet requests and advertising sales are both handled online at <http://www.ShoppingWithWomen.com> And article submissions are accepted by sending email to: articles@shoppingwithwomen.com If you write articles of interest to women, this is a great way to increase the overall readership of your writing.

Whether you are looking for new advertising venues, publishing opportunities, or a unique freebie for your clients, contacts, or event attendees, [ShoppingWithWomen.com](http://www.ShoppingWithWomen.com) has you covered.

Shannan Hearne-Fortner is the President and Wizard of <http://www.SuccessPromotions.com> Marketing Your e-Business Better through creative marketing and knowledge. Guerrilla Marketing. One-to-One Marketing. Relationship Marketing. YourMarketing.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances

Impair Healthy Healing In People Over The Age Of 30!

