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My Publication

By Bob Osgoodby

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So you've listened to the advice, and you're going to start your own publication. Obviously, you must have some writing ability, or collaborate with someone who does, and you must be knowledgeable in the areas you will cover in your ezine.

One of the biggest mistakes a fledgling publisher can make is to focus their publication on something they don't know much about. While it is possible to get content from contributing authors, which does add a great deal to your publication, if you are to succeed, you must have original content.

Many people can write an occasional article that is excellent. Writing an article or column however on a regular basis, is a demanding task. But some folks like Rozey Gean at: <http://www.marketing-seek.com> and Larry Dotson at: <http://www.ldpublishing.com> have found the secret to doing just this.

The hardest thing is to get ideas for articles. It seems that once you do get an idea, the article then flows rather easily.

So, where do you get the ideas?

Actually ideas can come from anyplace. Many come from questions your readers might ask. Sometimes a simple question can blossom into a full blown article. Email you receive, even spam, can contain a keyword that sets your creative juices flowing.

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Browsing the web is a great place. Discussion sites, where people are talking about something might give you an idea. Many times people get into rather heated discussions and the controversy itself might breed an idea.

Articles by other authors can stimulate your thinking, but you have to be careful here. While we all know you can't take another's work and claim it as your own, you also can't take their idea and simply rewrite it a bit. There is a gray area here, and sometimes you may be taken to task even if you have never seen their work.

I once had someone say I did a rewrite of their article. When

informed of this by the author, I did check the article in question, and the articles bore very little, if any similarity to each other. But both articles did have the same title however, which happened to be a common business term. So even if you are acting in good faith, it can come back to "bite you".

One great source of ideas is articles that are out of date. Many people, for example have written on the subject of how to submit your web site to the search engines to get a high ranking. Conditions change so rapidly in this regard, an article could be written several times a year on this subject alone. What was true just a few short months ago may not be today.

The web is a dynamic place that is constantly changing. Not a day goes by that there is something in the newspaper that could spark an idea. Just this week I read an article about discount web sites for airline tickets. Another article talked about the disparity between urban and rural areas for web access. Still another compared the number of minority households that had computers – and yet another talked about the "Spanish Market".

The ideas are there, and if you keep a log of them, the next time you sit down to write one, you should have a never ending supply. If you get an idea, simply write down the title of the prospective article.

Many times, as the article develops, the original title may not be appropriate. But, even if you do change the title for your current article, keep the old one. Who knows – a year from now

it may light another spark.

A search of the web on quotes is a fertile place to look. "Power Quotes" by Kevin Eikenberry – <http://powerquotes.net> – has a wealth of information. Dr. Kevin Nunley – <http://drnunley.com> is an idea factory. There are others like them that should be on your required reading list.

When doing research for the current article you are writing, the web is a fertile place to look. Always keep a paper and pencil handy, and if you get an idea write it down. Keep that same pad and pencil next to your bed. If you get an idea, don't trust your memory to write it down in the morning.

Surprisingly, when I started this article it was going to be about advertising, but after the first paragraph, I found myself writing something far afield from this. Guess that will have to wait for another time.

Bob publishes the free weekly "Your Business" Newsletter Visit his Web Site at <http://1-webwiz.com> to subscribe. As a bonus, get 40,000 FREE E-Books from Larry Dotson, when you visit <http://www.ldpublishing.com>

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

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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...

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.

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