

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!

Online Promotion Beats Traditional Seven–One (Part 2)

By Judy Cullins

Online Promotion Beats Traditional Seven–One (Part 2)

by: **Judy Cullins** Online Marketing Can Produce 7 times your Profit in Just Five Months

Now that you see the limitations of traditional book marketing, such as speaking to groups and press releases, you may be ready to increase your book sales seven fold by submitting how–to articles to online ezines where thousands a day will see your message and visit your book–selling site.

Rather than a shot gun approach, I suggest you use this one favorite and highly successful Online marketing technique. This one approach increased my own second Web site sales more than 7 times in five months, from \$75 in August to \$2265 in December. In 2002, the sales soared to \$3000 a month. Today my sales are consistent and bring in one half of my online income. And, this is just the beginning!

Whether you have a Web site or not, you can apply your writing ability to produce short information–packed articles to submit to hundreds of Online ezines, whose readership of thousands, even hundreds of thousands, will read some of your articles you submit. These online small business people want to know more about your subject, whether it be how to raise parrots, or how to write a book, or how to write a Web site with marketing pizzazz.

Since you will include your signature box at the end of each article with your book title, your email address, free offer, and benefit statement, people can get in touch with you and possibly become buyers. After reading seven or so articles readers are likely to buy.

From my own first week's experience after subscribing to several opt–in ezines such as:

aabusiness–subscribe@sendfree.com,
aabusiness–subscribe@yahoogroups.com,
aageneral–subscribe@yahoogroups.com,
aainet–subscribe@yahoogroups.com,
article_announce–subscribe@egroups.com

Online Promotion Beats Traditional Seven–One (Part 2)

I got ten or so responses from other publishers and Web site owners asking to post my ezines in their format. Talk about exciting. My ezine subscribers to "The Book Coach Says..." increased ten to fifteen after each article submission.

You can also submit your how–to articles and tips to top Web sites who want your material.

These articles help promote your business services too. If you are a coach, consultant, professional speaker or other small business person this method helps attract more clients than you ever dreamed of. From my own experience, my clients doubled to 14 in just one month.

When you have written a well–constructed article, giving real information and how–tos, you will attract these potential buyers and clients who will eventually end up on the Web sites where you sell your books.

Getting Started

First, create five to ten articles from 500–900 words, possibly excerpted from your book, or how–to's on your subject. Write several articles and submit one or so a week. I started submitting to only five ePublishers of the opt–in ezines. Even in the first week, several publishers used my article "Sell More Books with a Powerful Back Cover." At the end of the article, I put a link to a product "How to Get Testimonials from the Rich and Famous" in my signature box, bringing increased sales.

Join the Online Revolution by subscribing to several opt–in ezines. As soon as you subscribe, you'll receive one or more articles a day. Take time to read some of these articles to educate yourself about all topics that will boost your business success. See what format and content they use.

This Online business marketing research is gold, because you will now be able to model your articles after successfully published ones. Now just start submitting so thousands can learn from you too.

Invest in Some Promotion Time

While we need promotion, how much time do we actually put into it? At first I had a learning curve that took me 12 hours a week. I learned from a techie assistant I hired from a local high school. Now my assistant does most of this work and I spend only 5–7 hours a week creating the articles she submits.

The usual promotion investment for big results is 90% of your time. With Online, it's far less, and you'll even have time for a long–needed vacation to some Caribbean island.

For Online promotion you will want to check resources on how to write a publishable article and other tips to make publishers accept them. Check out a book coach, read writing ezines, and take a teleclass such as "Promote your Business and Books with Free Articles."

Online Promoting is Easy, Convenient, and Profitable

Better than press releases, book reviews or book signings, you can create and promote articles

conveniently right from your office or home. Give this a method a chance. You'll only be sorry you didn't do it sooner!

Judy Cullins: 20–year author, speaker, book coach
Helps entrepreneurs manifest their book and web dreams
eBk: "Ten Non–techie Ways to Market Online"

Send an email to

FREE The Book Coach Says... includes 2 free eReports

Ph:619/466/0622

Your Free Acoustic Guitar Lesson

By Anna Rowe

Here is a free acoustic guitar lesson to help you improve your guitar playing skills quickly.

This guitar learning technique will teach you how to fingerpick folk–style, but in a Latin rhythm in the key of A. This Latin rhythm has eight quick beats to the measure, and is accented on the first, the fourth, and the seventh beats.

This guitar lesson will focus on using your right hand, and your thumb will play the accented beats. Your fingers will follow. Finger number one, the index finger, is to pluck the third string on beats two, five, and eight, and fingers two and three will pluck the second and first strings together on beats three and six.

In the following acoustic guitar lesson, you will chord an A for the first sample. To keep it simple, let's take the beats one at a time...

Acoustic Guitar Lesson – 7 Steps to Chord an A:

- 1) First, the thumb plucks the open A string for a bass note.
- 2) Next, finger one plucks the third string, which is sounding an A.
- 3) Then fingers two and three pluck strings two and one together. These two notes will be a C–sharp and the open top E string.
- 4) Now the thumb immediately plucks string four, which is an E and works as an alternate bass string. That's beat 4.
- 5) Now beat five is just like beat two, with finger one plucking string three.

Online Promotion Beats Traditional Seven–One (Part 2)

6) Beat six is just like beat three, with fingers two and three plucking the top two strings.

7) On beat seven, use the thumb to pluck the third string, then finish up with fingers two and three plucking the top two strings again.

When you've practiced the acoustic guitar lesson above a few times, it will become second nature to you to pluck this Latin rhythm.

Your next part of this acoustic guitar lesson is to try the same finger picking pattern using an E chord. Since the open sixth string is your bass note, you'll pluck it on beat one. Follow through with the rest of the measure in the same pattern, except your thumb plucks the fifth string on beat four and the fourth string on beat seven. When you've mastered the E chord the acoustic guitar lesson moves on to the D chord. With D, you can just use the fourth string for your thumb–plucked bass note each time.

Acoustic Guitar Lesson Tip:

Here's a fast acoustic guitar lesson secret for making the above finger–picking style of guitar playing a little fancier. Chord an A. Here's how...

When you pluck the fourth beat of the measure lift your chording finger – it's the ring finger on your left hand. Lift it and then press it while plucking. You'll get a little slur at the start of the note. This sounds great when you build speed up. Try the same little trick when playing the key of E, too. It will be finger two that you will be lifting.

Finally in this free acoustic guitar lesson for you, put everything together in a chord sequence. Play A for two measures, then D for two measures. Play E for two measures, then back to D for two measures, then A to finish up.

Article by Anna Rowe. Visit her

site to get guitar playing tips and

program reviews. Learn how to play guitar with amazing guitar playing solutions and free guitar lessons.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



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!