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

Personal Profile Of The Week: Judy Cullins

By Larry Dotson

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Judy Cullins is a 22-year veteran publisher, book coach, and author of Write your eBook or Other Short Book—Fast! and Ten Non-techie Ways to Market Your Book Online, and 30+ others. She gives 80 seminars and teleclasses on book writing, publishing, and selling, was columnist of "Passionate Living" for 2 years, and now publishes "The Book Coach Says..." a free monthly eZine. Email her at Judy@bookcoaching.com and visit her Web site at <http://www.bookcoaching.com>

Nickname: Jude

Age: 64

Present Residence: La Mesa, Ca (Near San Diego)

Name Of High School/College: UC Santa Barbara & SDSU

First Full/Part-time Job: Cooking for a family of 7

Marital Status: Single

Number Of Children: 1 adult child, Randy

Number Of Pet(s): No pets – I travel too much.

Computer: Pentium 333

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Years In Business: 22

No.1 Marketing Strategy: Make friends with people you do business with, and keep asking for what you want. It works!

Indoor Hobbies/Interests/Activities: Read, watch a fire, gourmet cooking

Outdoor Hobbies/Interests/Activities: I love to travel to third world countries, hike, swim, and walk

Favorite TV Show(s): I still like Ally McBeal and dramas like Judging Amy

Favorite Book(s): Autobiograph of a Yogi by Paramahansa Yogananda,

The Tao of Physics by Fritof Capra, Up from Eden by Ken Wilbur

Favorite Food(s): Fresh fish on the BBQ at home or in Islas de Las Mujeres and the Big Island

Favorite Color(s): red and green

Favorite Place(s) To Visit: South America, Central America, Hawaii, and anywhere I can snorkel and swim.

Larry Dotson is the co–author of "The HypnoticWriter's Swipe File" a collection of hypnotic wordsand phrases that sell. You can visit his web site at:<http://www.ldpublishing.com>

Who Should Offer an Ezine?

By Judy Cullins

Who Should Offer an Ezine? by Judy Cullins

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Word Count: 186 at 65 characters per line

Thanks,
Judy Cullins

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Who Should Offer an Ezine?

Judy Cullins

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If you are a professional counselor, consultant, coach, speaker, seminar leader, author or other business professional, you need to develop and offer one of the most powerful Online marketing tools around—the eNewsletter, eMagazine, or ezine.

Your ezine's purpose is two-fold:

One—it should give your clients and potential book buyers something that benefits them—tips, articles, resources and special offers. Subscribers want information and they love a bargain. Your ezine will offer all former clients, present ones, and potential ones particular how-tos and other useful information. In turn, your subscribers will become your loyal supporters.

Two—Because of your generous sharing with your subscribers, they will support you in turn, by forwarding the ezine to their associates, thereby helping you sign up new subscribers. They will also buy your books, attend your seminars and check out your other services. The more targeted your subscribers, the more chance you have of selling your products and services.

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Judy Cullins: author, publisher, book coach

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