

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!

Powerful, Profitable Topics for Your eBook – Current Events

By Jeff Smith

You have thought about writing your own eBook for months now, but you just can't seem to decide on an idea that will get you started?

Don't be discouraged, you are not the only one to face the daunting task of choosing a profitable topic for your information product.

As information product developers, we are always seeking opportunity triggers. Always looking for clues as to what problems we can solve or desires we can tap into.

Sometimes we try too hard. We spend weeks researching, discussing, testing and pulling our hair out over that next blockbuster topic for our products.

As usual, the obvious escapes us as we make things too complex. Current events satisfy the requirements for providing a terrific source of high-profit potential (HPP) ideas. Unless you live in a cave, on the international space station or work in a university or the government (sorry couldn't resist!) you can't help being exposed to hundreds of potential product ideas each and every day.

Here are some excellent sources of current events that you can easily spin into your own infoproduct ideas:

- 1) Daily newspapers and weekly magazines
- 2) Listen to local radio stations and local cable networks

- 3) Tune into special interest groups in specific areas related to your interests (ie. business, economics, health, education, sports, etc...)
- 4) Observe the "Water Cooler" discussions – they are excellent clues as to what the "hot" topics are in people's minds.
- 5) Monitor online discussion groups for topics that bring in information normally outside the narrow

scope of board content.

Audri Lanford and Rick Beneteu recognized the increasing emphasis placed on spirituality since the traffic events of September 11th. What did they do about it?

They developed a compilation of authors, speakers, trainers who discussed the role of spirituality in business and published "Success – A Spiritual Matter"

These infopreneurs worked hard to bring together a compilation of interviews that dealt with the issue of ethics and spirituality in business, so far this project is a HUGE success.

If you are looking for a new idea, looking at how to differentiate an existing idea, or simply looking for how to increase demand for an existing idea – then try and link your knowledge, skills and interests to current events. You may just get the concept for your next blockbuster information product.

Jeff Smith is the creator of "The Ultimate Information Entrepreneur's Success Package", a multimedia package loaded with tips, techniques and steps to creating your own information product profit center. You can visit Jeff's site at: <http://www.infoproductcreator.com>

How To Get The Most From Your Free eBook

By Adrian Kennelly

How To Get The Most From Your Free eBook
Marketing Campaign

First, your ebook needs to have an attractive title. The title should grab the attention of your intended

target audience. The more appealing the title, the more your ebook will be downloaded.

Your ebook needs to have quality content. You can write your own content or ask permission to use another author's content. Your ebook will be read more if the content is original.

You will want to put your ad on the title page or on the table of contents. This will give the most exposure for your web site or the products you're selling.

It's important to put your ebook in as many formats as possible. Most ebook software only allows the ebook to be read by certain browsers and software. People may not take the time to download a new software program in order to read your ebook. Other versions of your ebook could be in HTML, auto responder and downloadable text format.

You can contact other business owners and ask them if they would like to include their ad in your ebook. Just ask them in return to advertise your free ebook on their web site or in their e-zine for a set period of time. This method will get your free ebook marketing campaign off to a fast start.

Allow the people who download your ebook to give it away to their visitors. This will multiply your free ebook's exposure. Submit your ebook to the growing number of free ebook directories on the internet.

These web sites also offer more information about ebook marketing. Some of them also have ebook discussion forums where you can ask questions and learn more about ebook marketing.

Visit

, featuring free email, article directory, and shopping and info links



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!