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Publishing Your Own Ad Sheet

By MalaMaal.com

Publishing Your Own Ad Sheet

When you have accumulated sufficient knowledge from preparing your own circulars and from co-publishing magazines and adsheets of others, you may want to become a publisher. You have learned the going rates for various size ads depending on circulation, etc. Start with 1,000, the minimum circulation for an adsheet. Think up a good name for the title! Something different! Something unique! An interesting title will often mean the success or failure of your adsheet venture!

Have your first adsheet printed on both sides of an 8-1/2x11 sheet, 20# paper, folded in half to form four 5-1/2x8-1/2 pages. Use enough space for a good title, ad rate information and editors comments. Make it Co-publishable or simply an adsheet whereby each advertiser gets a few mailing copies, with the balance sent out by yourself or by paid mailers. As an incentive, print a couple of your offers as commission ads. Prepare and insert editorial material and articles of interest to the mailorder dealers... Solicit and offer free ads for your next issue.

You will lose cash flow on the first few issues, but at least you will be getting your own ads circulated and your adsheets out before the public. If you have a clean, nicely printed publication with the right unique and interesting Title, you will start receiving ads and after the fourth or fifth issue you should have it filled with paid ads, along with all of your own advertising.

As an example, if your rate is \$4.00 per inch, you can still sell approximately \$100 worth of ad space after allowing for all the space you need for title, rates, etc. Cutting this in half to allow for co-publishers 50% rate leaves \$50 to pay for the printing and mailing. If handled properly, your own ads will ride free from that point forward.

Constantly build up your customers name list. Keep it up to date. This list is a valuable asset if properly maintained.

As your list of advertisers and co-publishers grow larger and larger, you can add more pages and continue to expand until you have a number one mailorder magazine producing reasonable profits!
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You Can Learn To Read Guitar Sheet Music

By Tomas Labas

When you learn to read guitar sheet music it will be vital in expanding your guitar playing skills. Playing by ear will only get you so far and I am here to help take it to the next step. I will show you some basic tips and tricks to help you learn to read guitar sheet music and hopefully that will make you a better and more versatile guitar player.

I will now give you a list that will show you it is not hard to learn to read guitar sheet music.

Finding the right material

Most guitar books will have some basic sheet music and songs in the front pages that are designed to help you learn to read guitar sheet music quickly. Once you have basic guitar knowledge it is relatively easy to learn to read guitar sheet music. Start in small sections, one chord at a time. Use your guitar and play the chord out loud until you know it sounds correct.

Setting your self up

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You will need to be in a small quiet room where you will not be distracted by anything when you learn to read guitar sheet music. The only way to know when you get it right is if it sounds right and it can be difficult to do that if you have screaming kids in the room with you or loud street noise outside. Concentration is key and this will make it easier to learn how to read guitar sheet music. If you are distracted you may find a whole day can be wasted trying to focus.

Getting started

Remember what I said, be free from distraction! I cannot stress that enough. Now you're alone and it's quiet, find a music book with sheet music, try to pick something easy but also try to pick something you are familiar with. It makes it much easier to learn to read guitar sheet music if you are familiar with the tune. Make sure you are confident with one piece before you move on to the next.

Continue practicing

Continue to practice as much as you can, you will find that the better you get the more you will practice. When you enjoy something you will generally apply more time to it. Trying to learn to read guitar sheet music is easy as long as you practice! Once you have mastered reading sheet music then you can attempt to write your own music and that is where the real fun begins! It is essential to make sure you are confident or you will only have to go back and learn to read guitar sheet music all over again.

Article written by real guitar lover. Some of author's articles can be found at:

[You Can Learn Guitar!](#)

[Articles to help you learn guitar quick.](#)



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