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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!

Tips Booklets – Choosing Your Best Topic

By Paulette Ensign

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There are TONS of things you find interesting in your life. You could write an informational tips booklet about any one of them to help other people learn what you know, and make some money from the booklets in the process. Where is the place for you to start?

First, give thought to whether you want your booklet to have a two–fold function as a marketing piece for a current business you own and also an income stream unto itself. That will narrow your choices somewhat. Choosing a topic that has nothing at all to do with your business means your marketing efforts will be split between marketing your business and marketing the booklet. Why not align them so they cross market each other? You may have a passion about something that has nothing to do with your business. If that passion is so strong that you just have to do it, then you already know your answer. Otherwise, select a topic related to your business activities.

Now that you have narrowed it to something connected to your business, consider whether the booklet needs to be an overview of the topic you are promoting, or if it needs to focus on one specific aspect of something you know is your big seller or greatest profit service or product of your business. Starting with an overview booklet and spinning out more specialized booklets later is something that will provide good opportunities for re–sales to the people who bought your first booklet, opportunities for you to stay in front of those same clients. They could become buyers of larger quantities, larger services or become ongoing customers of a very consistent volume of what you have.

A public speaker could do a booklet mirroring each of the topics on which they speak. A consultant can focus on each of the areas within their specialty. A manufacturer would be likely to create a booklet on the uses and benefits of specific product lines. A therapist could consider doing one on coping mechanisms for different syndromes.

You may find yourself wandering in your thoughts as you begin the first booklet. It just might be that you are writing two booklets at once. Keep yourself to writing no more than two booklets at a time to assure completing them. Once those are done, start the next two! Or, you could realize that one 16–page booklet accomplished all that you wanted it to, once you identified your most appropriate starting place.

The next challenge will be what to do with the booklet once you have written and produced. There are untold ways to promote your booklet. For more information on how to write and market booklets, contact Tips Products International at Paulette@tipsbooklets.com or 858–481–0890.

Unleash the International Potential of Booklets to Enhance Your Cash Flow

By Paulette Ensign

Does writing a booklet make you an 'authorlette' ? Yes, it does.

That is one of several key reasons to write an informational tips booklet – author status as an expert on your topic. It takes much less time, money, and stress to write a booklet than writing a full–length book, and can bring as many or more benefits.

Writing a booklet means leveraging the experiences and research you have already done. And you keep all the profits from the booklet, with rights to re–market the manuscript any way your creativity and energy allow. If you have already written a book, you might want to divide that book into booklets and make more money from the parts than you will for the whole.

Writing a booklet opens many other doors for you and your business. A few of those doors are:

- * Leveraging the booklet contents to other formats and languages
- * Sales of your other products and services
- * Radio, television, airline, online, and print interviews
- * Large quantity booklet sales
- * Domestic and international licensing agreements
- * Joint sales/marketing ventures
- * Speaking engagements

Booklets are best written in short action steps, giving the reader a jump–start within your topic, with some good solid information. The best length of a booklet is 16 – 24 interior pages. As your reader experiences any success from what they read in your booklet, your credibility increases. They want more of you and more of what you are about. The booklet gives them an opportunity to test drive you.

Their next steps will match their budget, learning style, and

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overall requirements. Your next step is to help identify what they really need. When your business has a full menu of related products and services, you will jointly be able to unearth what that need is.

A booklet is both a profit center and a marketing tool. Every time you sell a copy of your informational tips booklet, it brings you direct revenue while promoting you to a larger audience.

Every person who reads your booklet is a ready-made marketing representative for you and your company. As a single-copy buyer, they could be a decision-maker for buying large quantities of your booklet to use for their company's promotional purposes. A company or association who purchases a large quantity of your booklets as a promotional tool for their own purposes promotes *you* with each

and every booklet they distribute. They have paid you to promote you. Life doesn't get much better than that!

They may also be or know of a reporter or producer to schedule you for an interview. The reader might have contacts in another country or a community in your own country who have interest in licensing your booklet

into another language or different physical format. You may be just the person to consult or train on an issue. Or, if you are also a speaker, they may need a series of speeches in different locations or departments within their organization. Any of that and more can happen from a booklet.

The possibilities are endless when it comes to how a booklet can serve your business. Write on the topic you enjoy most so your client can have a choice of the booklet or any of your other services when they are in buying mode. The client may want to purchase the booklets first, and buy your book or your articles or hire you to speak later, or buy both product and service at the same time. Everyone benefits either way.

What will your first booklet be?

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Advertising In a Whole New Light
Titles Sell Tips Booklets
15 Key Questions About Writing Your Own Tips Booklet
The Magic of Using Booklets for Tradeshow Giveaways

How to keep up the SPICE in your Love Life.
How To Find A Topic For Your Ebook
Home Remodeling Secrets
Gate Crash into the Interior Design Industry.
The Art of Kissing



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