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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!

Titles Sell Tips Booklets

By J Black

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The title you choose for your tips booklet can be the difference between a product that sells well and one that doesn't.

In every powerful title or headline is a "hidden code" that is actually a generic formula to get attention and create desire in the buyers mind. This is part of the formula commonly used in advertising.

A – Attention

I – Interest

D – Desire

A – Action

Example:

The book "How to Win Friends and Influence People" by Dale Carnegie first published in 1936 has sold over 10 million copies worldwide. His other book "How to Stop worrying and Start Living" has also sold steadily both of which use the formula "how to...and..." effectively for both the book titles and in the mail order advertising campaign.

Generally titles that have an emotional appeal and solve a common problem tend to do extremely well.

"Think and grow rich" by Napoleon Hill and "The lazy Man's Way to Riches" by Joe Karbo have sold millions of

copies simply by appealing to the emotions and providing a solution to a common problem.

Another type of title that tends to do well is what is known as the "teaser" title.

"What your.....isn't telling you"

A majority of people tend to buy tips booklets after they have experienced a problem. The demand for booklets that are targeted towards problem prevention tend to be the least popular from a selling point of view.

Example:

Many people are unconcerned with particular health problems (Asthma, allergies, diabetes etc) until they experience the problem on a personal level and the title "How to Live with your..... " or "12 Tips for Coping with....." has a greater selling potential than the title "How to prevent"

Titles that tend to sell well for tips booklets include:

How to.....and.....
101 Ways to
..... Tips for
25 Secrets of Successful.....
7 Steps to.....
Discover the 7 Essential Elements that Guarantee
How to Make Your Dreams Come True
How to Turn into
25 Tips for Mastering the Art of
101 Ways to Get More from Your
25 No-Fail Strategies for
What your isn't telling you
25 Ways to Keep Your Dreams Alive
25 Tips to Jump-Start Your
10 Ways to Jump-Start Your
25 Questions You Must Ask When You're

When a certain number of tips are specified by the title ensure that the stated number of tips, or more, are included.

Four more titles that sell well for any booklet, book

or article include:

The Complete Guide to
Your Must Know Guide to
..... and Grow Rich
Mastering the Art of.....

Next time you are in a bookstore or at the library look at what titles appeal to you, and why, then compile your own list of generic titles you can use.

Jill is a freelance writer and photographer and author of "Your e-Book Business Starts here!". For resources and ideas for work-at-home writers and self-publishers visit: "Net Writing and e-Publishing Success" at <http://www.netwrite-publish.com>

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

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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.



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