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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!

Unleash the International Potential of Booklets to Enhance Your Cash Flow

By Paulette Ensign

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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 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

By Shannan Hearne-Fortner

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Organizations for women everywhere now have a free resource for informational booklets to hand out to members and event attendees. These booklets can contain information about organizing, health, family, shopping,

or child rearing.

ShoppingwithWomen.com supplies these booklets free of charge. The printing expenses are covered by advertisers who are all family friendly and of interest to moms and women. The booklets are then shipped, free of charge, to the women's organizations and events that have requested them in groups of 100 or more. ShoppingWithWomen.com offers booklets for any type of event. They make a wonderful freebie to hand out and they are a great way to advertise to a very targeted group for pennies per impression.

Unlike most online advertising opportunities, ShoppingWithWomen.com booklets are hard copy hand outs that event attendees take away with them. This isn't one shot advertising. This is advertising that keeps on working for you until the recipient finally disposes of their booklet. And that could be days, weeks or even months after receiving it because ShoppingWithWomen.com booklets aren't just ad books. They also contain articles and information. Booklets are even passed on from the original recipient to their friends and family.

Generally, these books focus on a woman oriented event and then solicit advertisers either offering a discount for women, offering products of interest to women, or offering products for children.

Booklet requests and advertising sales are both handled online at <http://www.ShoppingWithWomen.com> And article submissions are accepted by sending email to: articles@shoppingwithwomen.com If you write articles of interest to women, this is a great way to increase the overall readership of your writing.

Whether you are looking for new advertising venues, publishing opportunities, or a unique freebie for your clients, contacts, or event attendees, ShoppingWithWomen.com has you covered.

Shannan Hearne-Fortner is the President and Wizard of <http://www.SuccessPromotions.com> Marketing Your e-Business Better through creative marketing and knowledge. Guerrilla Marketing. One-to-One Marketing. Relationship Marketing. YourMarketing.



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