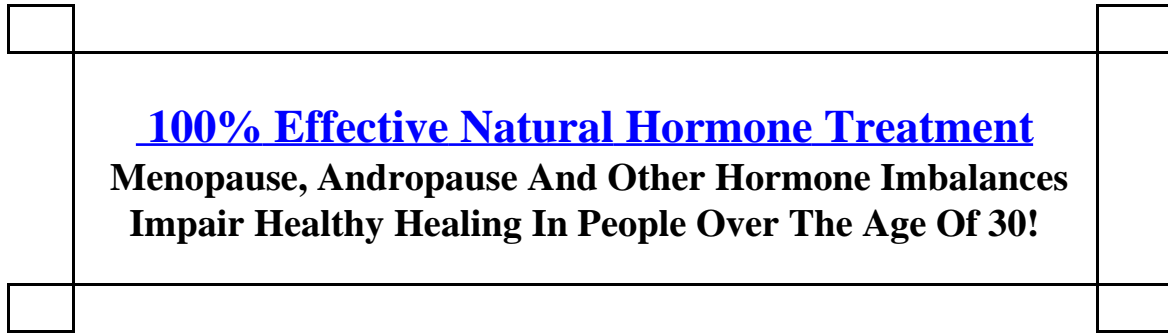


WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

This Free E-Book is brought to you by Natural-Aging.com.



WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

By Shery Ma Belle Arrieta

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE

E-BOOK by Shery Ma Belle Arrieta

Today, free e-books are a dime a dozen.

Too many people are creating free e-books that tell you the same thing. Worse, most of them are trying to sell you something or are just trying to make you click on their affiliate links so they can make money off you.

Most free e-books contain articles you've seen dozens of times on other web sites or on popular article announcement lists.

And unless an e-book has something very unique and valuable to offer, it will be no different from the thousands of free e-books already available for download.

In a way, the novelty of free e-books has worn off.

More than year ago, I was creating one free e-book after another. They were great giveaways and they did drive traffic to my sites.

But that was a time when free e-books were not yet heavily used as viral marketing tools.

Sure, there were already hundreds of free e-books in circulation back then. However, take a look at the many e-zines and web sites today. What's the most common thing

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

they offer?

A free e-book.

Creating and offering free e-books is now too common.

Many will still continue to create free e-books, but most of these e-books won't have an edge anymore.

So, while everyone else is creating free e-books left and right, take a different approach.

Create a free e-mail workshop, and let it distinguish your

business, e-zine or web site from the rest.

What's an e-mail workshop? It's a type of e-learning method. Instead of encompassing a wide area of study or learning, it is focused on a specific skill, and is aimed for a specific group of people.

Consider the advantages of creating an e-mail workshop instead of an e-book to promote yourself, your business, your e-zine or your site:

- You don't need an e-book compiler in order to share information or knowledge with others.
- You don't need to buy the expensive Adobe Acrobat program to create e-mail workshops.
- Your target audience won't need to have certain programs installed in their computers before they can read your e-book (e.g. Acrobat Reader, MS Reader, IE 4.0 or higher for browser-dependent e-books). Present your information in e-mail workshop format – best if in plain text – and you're guaranteed they'd be able to read it straight from their e-mail clients.
- You don't need to set aside precious megabytes on your site to store your e-book.
- You don't need to worry about the amount of bandwidth that will be used up each time someone downloads your free e-book from your site.

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

– With an e-mail workshop, you'll be able to really track the people who took it. What does it matter if your tracker says 1,000 people downloaded your free e-book but you don't have a way to contact them? (And you won't ever know if they took up one of your paid offers in the future.) You only have numbers with free e-books. But what you really need are concrete leads – e-mail addresses – so you can spend most of your marketing efforts on people who are in your niche.

Create a free e-mail workshop instead of a free e-book and you'll have something people will refer back to again and again. They'll only need to open their e-mail clients and click on your message.

And this is why you're better off creating a free e-mail workshop than a free e-book!

Shery is the author of "How to Create and Profit from Your Own E-mail Workshops in 3 Day or Less!" It's the ONLY e-book that spills *everything* you need to know about creating and profiting from just one e-mail workshop -- painlessly and quickly! Visit <http://EmailWorkshopsHowTo.com> today for more information!

7 WAYS YOU CAN PROFIT FROM A FREE E-MAIL WORKSHOP

By Shery Ma Belle Arrieta

7 WAYS YOU CAN PROFIT FROM A FREE E-MAIL WORKSHOP by Shery Ma Belle Arrieta

Tip # 1: Target Site Owners & E-zine Publishers

Create your free e-mail workshop that promotes your business, products, services, or affiliate links and then offer it to site owners and e-zine publishers that complement your e-mail workshop's topic.

Explain to them how your e-mail workshop can add to their site's or e-zine's perceived value. If the products you're promoting in your e-mail workshop allow you to offer an affiliate program (e.g. products or services you are selling through Clickbank), then tell site owners and e-zine publishers that they can customize the product links in your e-mail workshop to reflect

their affiliate ID.

Tip # 2: Breathe Life into Old Articles

Turn old articles into a free e-mail workshop. Gather them and find a common theme. Four to six articles can make up one e-mail workshop. Insert your promotional text in each module and sign up for an autoresponder account. Sign up for one that will allow you to set the delivery intervals of your e-mail workshop modules.

Here are some places where you can get free sequential autoresponder accounts:

- <http://www.followingup.com>
- <http://www.informationbyemail.com>
- <http://www.rapidreply.com>
- <http://www.parabots.com>
- <http://www.getresponse.com>

Tip # 3: Pitch Your Goodies to Solid, Targeted Leads

You need leads -- names and e-mail addresses --

and what better way to get those valuable leads than from the e-mail workshop you've set on autopilot? With your e-mail workshop on autoresponder, you'll be able to keep track of people who requested your e-mail workshop.

Keep their e-mail addresses because you can e-mail them your sales pitch later. Each time you e-mail them, remind them why they're getting it from you. Mention the free e-mail workshop they took only a couple of weeks ago, but also give them an option to opt-out of your update list. Give them a reason to stick around, though -- another free e-mail workshop in the works, a free e-book, an exclusive report just for them.

If you don't have many articles written yet, approach someone who has written many articles and strike up a deal. Offer to turn his old articles

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

into a free e-mail workshop wherein you can both promote your products, services or affiliate links.

Tip # 5: Create a Mini-Course Based on Your E-book

Have you written an e-book? Do you want to drum up some sales? Create a free mini-course based on your e-book and then put it on autoresponder. Your mini-course can be based on one or a few chapters in your e-book. In between the lessons, insert promotional texts -- endorsements, excerpts, blurbs -- that can convince people to buy your e-book.

Tip # 6: Offer Free-to-Try Modules

If you offer a fee-based e-mail workshop, consider making available one or two modules as free-to-try modules. This way, people will be able to decide if they want to take the entire workshop for a fee.

In your free-to-try modules, insert promotional texts for your fee-based e-mail workshop. You can even promote your sites, e-books, e-zines and other e-mail workshops. Even if they don't sign up for the fee-based e-mail workshop right away,

you can put them in your contact list -- they are your leads -- and you can later contact them about your products and services.

Remember Tip # 3? Yes, you can add these people in your list of solid, targeted leads.

Tip # 7: E-mail Workshop Today, E-book Tomorrow

Create an e-mail workshop first, offer it for free or for a fee, then compile it into an e-book later. You'll have two products to bring you profit. Offering something in two different formats, an e-mail workshop version and an e-book version, will give people two options.

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

Not everyone can devote time to an e-mail workshop so an e-book version of it will work for them. And there are those who like to take advantage of receiving feedback from other people in an e-mail discussion setting so the e-mail workshop will be a better option.

Shery is now profiting from her e-mail workshops using Tips # 2, 3, 6 & 7. She'll be using Tip # 5 soon, and she's looking for a few good e-zine publishers, site owners, and content writers to partner with so she can put Tips # 1 & 4 into action. She wrote the only e-book on creating profitable e-mail workshops and it's at <http://EmailWorkshopsHowTo.com>.



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!