

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Ways To Promote Your Business When Your Passion is Writing**

**By Maria Marsala**

**Ways To Promote Your Business When Your Passion is Writing by Maria Marsala**

There are at least a "zillion" ways you can market yourself and your business. Marketing intelligently means finding what you're passionate about and then using your passion to market. If you are passionate about writing, below are some ways to promote your business.

Publish an ezine using your original content. You have 7 choices on how do develop your newsletter.  
[www.coachmaria.com/articles/ezinechoices.html](http://www.coachmaria.com/articles/ezinechoices.html)

Each quarter, take the best of your articles and place them in your in-print newsletter to use as part of your marketing materials. Send a copy to your friends, colleagues, family and potential clients.

Place articles on your website. Include a line on each page that allows your article to be used by others, with permission. Then include a link to your email address.

Submit articles to Article Banks on the Web. Find links to article banks at [www.coachmaria.com/articlebanks.html](http://www.coachmaria.com/articlebanks.html) This way your articles have the chance of getting picked up by other ezines, helping you to reach a broader audience.

Create an elist especially for other ezine authors who look for original articles by other writers.

Promote your article through the signature line of your email.

## Ways To Promote Your Business When Your Passion is Writing

Make it easy for people to request your article by placing it in an auto-responder. Some auto-responders sites are: [www.ez-responder.com](http://www.ez-responder.com), [www.webmailstation.com](http://www.webmailstation.com), [www.fastfacts.net](http://www.fastfacts.net), <http://www.sendfree.com>

Send articles to your local newspaper (make sure you include your own copyright information and bio\*)

Mail, through the Post Office, new articles to your former clients, current clients and potential clients. Include a hand written note and your business card.

Pass your new articles out at networking meetings. People seem to take this type of newsletter more quickly than a brochure (just my personal observation).

Subscribe to some elists that are set up for authors to publicize their work. Make sure that you change your subscription to digest mode! I subscribe to a few on [yahoogroups.com](http://yahoogroups.com) and [topica.com](http://topica.com) Conduct a search using the words promote articles, advertise articles, or submit articles. There are new lists popping up all the time.

Maria Marsala is an internationally known Business & Life Coach-Consultant. She has blended her career as a Wall Street trader and manager, community activist, and experience as a consultant with training from Coach U to create Maria's Place for Holistic Evolution. Subscribe to "Helping You and Your Business Grow", a free weekly ezine at [www.coachmaria.com](http://www.coachmaria.com)

### **Tips Booklets – Choosing Your Best Topic**

**By Paulette Ensign**

#### **Tips Booklets – Choosing Your Best Topic by Paulette Ensign**

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

## Ways To Promote Your Business When Your Passion is Writing

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](mailto:Paulette@tipsbooklets.com) or 858-481-0890.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**