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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!

World-class Marketing: When and Where

By Judy Cullins

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Quadruple, even do thirty times your present product or service sales. Accomplish this in less than nine months!

You don't even need a Web site with the following easy-to-understand information.

Judy Cullins, 20-year book coach, answers two big questions: "When should I start marketing my book? and "Where should I focus my marketing for maximum results?"

What is World-Class Marketing?

Most creators make the mistake of getting the project completely written. Then they will think about how to market themselves or their product. You don't have to make this big mistake.

The best time to start your marketing is while you are writing your book, promotion copy, or Web site copy. It gives you the bigger picture of where your project is going and will much better serve your particular audience when it is done. Knowing and practicing that, you will write much more focused, compelling copy that practically eliminates editing.

You will answer the big questions and challenges your readers have. To do this, you need to apply the essential "Seven Hot-Selling Points" as you write your chapters.

If you are nearly finished and have your final edits to do, you may still benefit from the "Seven Hot-Selling Points" and "Fast-Forward Writing Technique" (a technique that poses questions and answers to shorten writing time while creating more powerful copy). To take advantage of this, you will have to be willing to make some changes. Why? Because you want your book to sell well. You want to make money—even profits!

Either way you can keep your book, product or service dream alive by getting news of it into the hands of thousands of readers rather than a few. You can send this out via print or via Online.

If other marketing and promotion campaigns have brought few

product sales, left your wallet thinner, wasted your valuable time, and left you with a garage full of unsold masterpieces, you may now be ready to set up your book's virtual marketing machine—the Internet.

Any newbie or non-techie can grab this opportunity as I did. It's as available to you as a friend, a business associate, a support group you attend, or a professional book coach.

You can start right now, even if you don't have a Web site. Learn the non-techie how-to's you need to get started. Think of marketing and promotion as simple networking—friendly networking. This approach combined with Online promotion methods can help you start your lifetime book promotion journey. How? Like you would eat an elephant—one bite at a time! Watch your sales grow!

World Class Heart

By Tony Papajohn

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Have you ever heard of Eric Moussambani?

The 21-year-old swimmer represented Equatorial Guinea in the Sydney Olympics and competed in the 100-meter freestyle.

He didn't win a medal, but he does have heart.

Moussambani made it to the Olympics only because of a special program for developing countries.

He competed in the last preliminary heat and was the only swimmer in the pool. Two other swimmers were disqualified for false starts.

For most Olympic swimmers, this would hardly be a big deal. However, Moussambani had never seen, much less swam in, an Olympic-sized pool.

All Equatorial Guinea could offer him was a small hotel pool that he could use only when guests were not in it.

On top of this, Moussambani had been swimming for only 9 months, had never even swum 100 meters, wore an outdated pair of trunks, and knew little more than the rudiments of swimming.

Yet, he dove in and swam with all his heart.

After one lap, he felt extreme fatigue. However, despite his ungainly technique, he was determined to finish.

Seventeen thousand people began to root for this guy. They rose to their feet, cheering and shouting encouragement.

By the time he became aware of the crowd, he was so exhausted he could hardly move. Yet, in response to their enthusiasm, he gave a final effort and finished.

The crowd burst into thunderous and sustained applause as though he had won a medal.

His time was 1 minute and 52 seconds, far slower than a world-class swimmer.

The crowd did not care. This guy swam with all his heart.

To honor his effort, the Australian team presented him with a "fast suit" worn by world-class swimmers.

Eric Moussambani may not be a world-class swimmer, but he is world class.

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