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You Can Publish Your Passion, Free

By Average Joe Boomer

All by themselves every Tom, Dick and Harry can now publish their creations for free (or with very little cost)!

Where do musicians, movie makers, comedians, authors, educators, photographers, graphic artists, hobbyists, political activists and business speculators converge for a global audience with no traditional publisher? On websites that are completely automated, enabling everyone to self-publish using state-of-the-art technology, of course! These services print-on-demand, incurring product costs only when they receive an order, so they offer services at low cost or for free. Self-publishing action is increasing.

Anyone can now publish their passions by printing books, compact discs, photography or original artwork on posters and framed prints, or graphic designs for clothing and other products! It is automated so all the content, artwork, product selection (with some limits), retail prices and profit margins are self determined and self published at websites like

<http://CafePress.com>

and

<http://Lulu.com>

. This writer has done it on both of these sites. Of course, the intellectual property must

be your own because all copyright laws apply. How cool is that? It is very cool and state-of-the-art!

For all of us except traditional publishers, this is a dream come true! If I were a traditional publisher, I would start thinking a career change toward more of my own intellectual property creation might be needed, to survive.

You Can Publish Your Passion, Free

Back on point, for traditional publishers and everyone who wants to self publish and sell something they have created, below is an overview of what it takes to get it done. What you must do in the case of a book for example, is everything. You must write the manuscript and prepare it in PDF format exactly as it will print. Adobe Acrobat is a popular program to convert your text to PDF format. You must prepare the cover art, spine and back cover artwork files in a graphics art program, exactly as it will print with margins, bleeds, all of it and then convert it to the format required by your self publishing service. And you must set the sale price and profit margins! Costs from the print-on-demand publishing services are predetermined based upon variables of book size, paper type, book style, page count and binding options. Options can include hard cover, soft cover and more unusual choices.

A little reading about copyright, trade mark and trade name laws from easily found websites through search engines and you will know how to incorporate those symbols into your files.

Once you have all of that prepared, with your own legal protections on your intellectual property in place, you upload the files to your online self publisher(s) of choice. Then order a sample! When you have it the way you want it, then you have a new task to undertake.

That would be promoting your new self published work, which this article may assist me in accomplishing. There are plenty of online pay services, and a few free ones providing minimal distribution, to distribute press releases about your new venture and creation(s). That is one method of raising awareness. Another is writing articles as Randall Ulbricht of

<http://Article-Outlet.com>

has so

thoroughly explained to us in the blog at his website. In the case of clothing and other imprinted products, wearing and using the products yourself in public is one of the most obvious ways of raising

awareness and increasing your brand recognition.

I never said it would be easy. But really, as people learn photo editing, website building and graphics art programs, along with word processing programs, all of this becomes easy compared to the old fashioned way of doing it all; the way we did it before many of you were born. So pull the pieces together and get started on your next creation for publication!

If I were a traditional publisher, I think I would start creating something of my own to sell.

Average Joe Boomer promotes his vision of boosting troop morale, by influencing voters, with his site at

<http://www.votewithtroops.com>

. He also promotes his Sly Dawg character at

http://www.cafepress.com/sly_dawg

. His publication names include Average Joe Baby Boomer and

Joe Ostrich (Getting Your Head Out of the Sand - A Baby Boomer's Reform Agenda). Contact him at:

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Develop bliss for marketing success

By Nicholas Dixon

Develop bliss for marketing success by Nicholas Dixon

Love. What could it have to do with Internet marketing ? Somehow it is the hidden catalyst for success in business and your relationships.

Looking at the successful people in life, you will notice that they have a passion for their work. They never seem to mind the hard work, obstacles and setbacks. They just go on and on like the Energiser bunny.

Many a successful business was born out of a person's passion for a particular subject. Bill Gates did it with his love for computers, Colonel Sanders did it with his recipe and so too many others.

You can use the power of the Internet to publish your passion. There are many websites that cater to the hobbies and likings of many people. If you have a particular passion, there are others who also share that sentiment.

Finding your passion and transforming it into a business idea should be your goal. It is widely known that people work harder for that which they love. It can be anything, even a few jokes. Bill Cosby did it making a lot of people laugh (I guess he also laughed his way to the bank !).

You can also use the power of love to help overcome adversity. Believing in what you do with a passion can help overcome the obstacles life throws your way. Rejection, failure and setbacks will inevitably come along your path. Those without zest in their business will give

up sooner or later.

The winners are those who get up after being knock down. They keep one eye on their prize and the other on their adversary. They did not choose things to go this way, but that's how life is sometimes. They know that the hard grind refines the mind.

Having a purpose and passion is essential for success whether online or offline. Just keep on pushing and know that life provides a cushion if you should fall.

To your success and mine..... ,

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