

You've Got To Be Joking!

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**You've Got To Be Joking!**

**By Michael Hopkins**

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I don't know about you, but I get a lot of joke stuff arriving in my email. I've got one buddy in particular who hardly lets a day go by without sending something.

Sometimes they're side-splittingly hilarious, and other times they just don't make the grade — it's a question of taste I suppose.

Anyway, I was cleaning up my folders in Outlook Express recently to make some space on my hard disk (I've got a whopping 20 Gb and I'm already getting low on space — must be all those MP3's...)

Well, anyway, I knew that my 'Jokes' folder was taking up a lot of memory (it's full of images, video files and so on), so I decided that a major cull was needed.

As I went down the list, I had no problem deleting the turkeys, but it broke my heart to delete the jokes that could still make me laugh second time around.

And then it hit me. Why not make an ebook full of all the funniest stuff? That way, I can delete them from my hard disk and pack them all neatly into a single, compressed ebook file. And, thus, the idea for "101 Hilarious Jokes To eMail Your Friends" was born.

It was never my intention to actually sell this ebook, (which is why you'll find it free on the BizzyDays

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website). However, it was never my expectation either, that it would prove to be such a resounding success.

Sure, I knew it would be popular with visitors. After all a joke collection is always a popular idea and, if it's free, well hey, all the better.

The point though is, I never fully appreciated just how much additional traffic this funny little book could generate. I get at least 100 extra visitors EVERY DAY thanks to a book that I just put together to save disk space.

Not bad for two hours of enjoyable 'work'.

So what's the moral of the story?

Well there are three of them:

### MORAL# 1:

Free ebooks are a terrific way to promote any online business. You can read more about that in a previous article called "Are you using the 4-letter word?" which is available here:

[http://bizzydays.com/reprint\\_rights/reprint.htm](http://bizzydays.com/reprint_rights/reprint.htm)

### MORAL# 2:

People like jokes! Humor is always in demand and, yes, a lot of people are willing to pay for it.

But here's a tip if you plan on selling joke ebooks -- don't make a general "101 Jokes" ebook. It would sell some copies, but not enough. A far better approach is to target SPECIFIC audiences.

Instead of '101 Hilarious Jokes To eMail Your Friends' why not "101 Hilarious Jokes For Expectant Moms", "101 Hilarious Jokes For Lawyers With A Conscience" or "101 Hilarious Jokes For Dairy Farmers".

Okay, I admit, that the second title wouldn't have much of a market :-), but imagine the novelty gift idea value of the others.

Okay, specialist joke books will take you longer to

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compile than general joke books, but think of the fun you'll have along the way.

Once you've finished compiling an appropriate collection of jokes for the target market, all you've got to do is ensure that you aim your promotion at the right people and, hey presto, you're in the money!

### MORAL# 3:

There is an infinite number of ideas for top-selling ebooks and coming up with those ideas is much easier than you may think. And, once you know how to pluck great ideas out of thin air, your success in ebook publishing is a simple matter of promoting your ebooks to the right target market.

Have fun!

Michael Hopkins is owner of BizzyDays eBook Publications. Visit now to download original ebooks for FREE at: <http://www.bizzydaze.com> This article first appeared in Michael's newsletter 'Ebook Times'. To subscribe visit: [http://www.bizzydaze.com/free\\_newsletter.htm](http://www.bizzydaze.com/free_newsletter.htm)

## Keys To Starting Your Own Clothing Company

**By Bradley Johnson**

Ever wanted to start your own clothing company? Its not as difficult as you think. What do you absolutely need?

1. A decent logo 2. Creative concepts and graphics – Design Talent 3. A unique, blank apparel supplier 4. A decent screen printer 5. A Line Sheet to show potential buyers 6. Sales and promotional talent.

Which do you think is most important? Its obviously design talent you say? Are you Joking? You must be joking. Have you stepped out of the house recently? Have you seen Von Dutch clothing? Crayon weilding Chimpanzes produce better designs. Furthermore, I imagine the monkeys are more sanitary, but I digress.

#6 is clearly the most important element. You can create an entire line of fashion forward, beautiful clothing but if you can't pitch it – no one will ever see it (excluding your mom of course). So, unless you want a closet full of your fantastic designs, ask yourself the following two questions:

Can I sell?

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In other words.....can I hit the pavement with my line sheet and walk into every boutique clothing store I can find? Then will I harass the hell out of retail clothing store buyers so that they'll try to squeeze 5 minutes of time in for me at Magic 06' (Clothing Convention) ?

Will I be able to make a professional presentation to a Nordstroms buyer?

Can I promote?

Do I have and creative viral or gurreilla marketing ideas to get this label kickstarted?

If the answer to both of these questions is No – you better get some help. Namely, find someone passionate for fashion who also happens to be ridiculously outgoing, great on the phone and aggressive as hell. Lastly, (and superficially) it would help if your sales rep is hot.

I know, how horrible.....so sorry, buy I didn't say anything about this being an equal opportunity business.

That being said, let me welcome you the shallow end of the pool..... i.e. the fashion world.

Good luck with your label!

Bradley J,

Fashionable Wholesale Clothing

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