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Impair Healthy Healing In People Over The Age Of 30!

eLectrify Your eBusiness By eReading eBooks!

By Mike Jones

Your business needs input. The business mind must be like a fast flowing stream. Ideas, viewpoints, suggestions must be constantly flowing through. Still water can stagnate. So can business. None of us know it all. We are constantly learning. Well written eBooks can show us how to market, advertise, build web sites, you name it. We avoid grief by learning from the mistakes of others. How essential then that you build your own reference eLibrary. Every time you use it you can mine gold – if you do it right! This is why eBooks are crucial to your business.

How to setup your own eLibrary

Just follow the same method as any library. A library has a catalog. Books are grouped in sections by subject or author. On your computer, create a folder call eLibrary. If you only have a handful of eBooks to start with you can keep them all together. As the number starts to grow create sub folders for different categories, e.g. marketing, advertising, web design, graphics etc. Put a shortcut to your library folder on your desktop so it is always there as a useful reference tool.

There are numerous resources. Put "FREE eBooks" in any search engine and you will harvest a huge number of leads. However, wading through the results can be time consuming. An excellent site I discovered the other day was free-ebooks. The URL is listed at the end of this article along with another excellent link to a FREE ezine article resource. To get started quickly, you can go to a top hit list I have assembled of the books I have personally

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How to speed eRead

So now you have your eLibrary folder containing a number of top eBooks. You start to read. Overwhelming isn't it? Especially if some of the books contain hundreds of pages. The answer? Develop the skill of speed reading onscreen. You need a way to quickly absorb information or you will be there forever!

Two things are especially important with screen reading:

1 Your environment. Lighting should not produce glare. Poor lighting can greatly reduce reading speed. High contrast is preferred on the screen so the print has the greatest clarity. This also improves comprehension.

2 Use speed reading techniques. Use one hand to hit the 'Page Down' key and the other hand to hold and operate a guide such as a ruler. Holding the guide an inch or so away from the screen, move it down at a reasonable rate, or use sweeping motions across the screen. This encourages the eyes to take in larger sections at a time, especially making use of peripheral vision. With regular practice this really speeds up screen reading.

Stop every 10 minutes or so and allow your eyes to roam around your surroundings, perhaps focusing on a distant object. This helps eliminate eye fatigue.

How to make your eReading electrify your business

The number one trap to avoid is to just start reading WITHOUT any plan or preparation. This is like trying to catch and hold falling snow flakes. Yes there are millions of them and they all look so beautiful. Alas, they only last one second in the warmth of your hand. A good eBook may have a host of wonderful ideas. You are captivated by one, then in an instant that one is forgotten as you move on to the next. So how can you make your eReading sessions PRODUCTIVE? Resist the temptation to just rush in and start. Instead do this first:

Have a new document open in your word processor.

Scan the eBook's outline of contents so you can anticipate what's coming and where the book is going.

Start reading objectively. This means you are looking for something! Basically any idea or suggestion that you can apply to YOUR business should be noted in your open document. Enter the page number so you can find it again.

Alternatively, if you like working with hard copy, hit the print button. Then use a colored highlighter on the key sentences.

After your reading session, set a time to implement or investigate the points you have noted.

eBook reading should be a part of your weekly schedule. Make time each day to scan or read another batch of pages. For key eBooks, return to them after a couple of months and read them again. You will be amazed how many more gems you can sift out of it. What if the material in some books is duplicated in others? They still have value. No two books are identical. Does a gardening enthusiast have one gardening book on the bookshelf? No. If you are serious about internet business then you need a good collection of eBusiness eBooks!

For example, a must in any eLibrary must surely be Ken Evoy's "Make Your Site Sell".

(Review: <http://www.vitalstop.com/ebr-myss.htm>)

I read sections again recently which led me to make further changes on my web site. I removed a lot of clutter from the top of my web pages so a nice clean, clear header could do its work of pulling the audience in to the main body of the page. On previous readings I had missed that point. This time it screamed at me in view of my web page design.

So get your eLibrary organized. If you already have eBooks littered around your hard disk, gather them together and build an eLibrary. Start using them. If you have not yet downloaded any eBooks, make a start today using the suggestions above.

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FREE ezine article resource with top writer index:
<http://www.d-pendablelibrary.com>

Mike's web site at VitalStop.com is a great information resource for Internet Business, Communication Skills, Computer Proficiency, Creative Thinking, Goal Achievement, Image Building, Power

Vocabulary, Speed Learning and Time Management. Receive a monthly notice of new content by sending a blank email here:<mailto:highachievers-subscribe@egroups.com>

Get Viral...

By Denise Ryder

You can use these things as an "incentive" for joining your affiliate program, as a "thank you" for visiting your site, a "bonus" when someone purchases a product/service from you. The possibilities are endless!!

Many eBusiness people use them, however, some are making TWO HUGE MISTAKES when they do use them. Here is what they do...

1. They upload these things to their site and publish the download link WITHOUT capturing an email address and name.

The WHOLE POINT of using this "stuff" is to build a list. YOU CAN'T MARKET TO A GHOST!!! Instead of uploading your items to your server and just publishing the download link, work smarter... Set yourself up with a mini-site where you can direct people to and for the PRICE of their email address and name, they can have the download link sent to them.

NOW you have a warm body to market to AND you know what they are interested in.

You want your marketing efforts to pay off for YOU. If you are giving away an eBook with someone else's links in it then all your marketing is paying off for the person whose links are inside. WHY ARE YOU DOING THAT??

There are tons of people out there falling into that trap. However, right now YOU'RE my concern. If they want to not bother spending a little extra and purchase a customization license that's their

downfall. Actually, we want those people because if they distribute our eBook with our links inside, great...they are marketing for us.

But YOU..no, no, no my friend. You are into working smarter...not harder. So ensure that if there is a customization license and if you can afford it, then upgrade to it. Get your links, site name, url and in some cases ads in the books, courses and reports you are giving away.

THEN encourage those who do request your reports, etc to give them away to their networks, downlines and associates. Your links and info are laced within and when people open it they see YOU and THAT'S WHAT YOU WANT ;o)

Here are two products which have customization licenses available, which won't break the bank.

2. "How To Guarantee eBusiness Success" (eCourse)

A "mini-site" is included so all you have to do is paste in your autoresponder address or web form and you are good to go.

Viral marketing is the most cost effective marketing tool we have. An eBook or eCourse laced with your links inside can end up in more places than you could dream possible, and of course reach on your own.

Use viral marketing to its FULLEST and get it pulling for you and your ebusiness ;o)

Denise Ryder is a Marketing Coach writing from her home office in Northern Ontario (Canada). She is publisher of ProfitSpace Newsletter (

). Download her no cost 7-Day

eCourse "How to Guarantee eBusiness Success...Before You Even Get Started"

Get Viral...

Why Starting Your Ebusiness With Too Much Money Can Be A Bad Thing

"The Difference Between An Opt-In list And A Safelist"

Small Business Q & A: Build A High Profit Business With Online Affiliate Programs

Your USP – Unique Selling Proposition

147 Killer Epublishing Strategies

Profit-dot Com eBusiness Training Center

30 Powerful Business eBooks

How to play a Guitar

How To Find A Topic For Your Ebook



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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!