

# Start your own Writing Business



By Jill Black

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For more resources and ideas for home based writers, self-publishers and photographers visit

Net Writing and Publishing Success

<http://www.netwrite-publish.com>

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## How to use this e-book

This e-book is created in **PDF** format using Adobe Acrobat 5.0. PDF files have a convenient way for reading this document on screen that you will not find in a printed book or a web page.

Text underlined in blue <http://> or [www](http://) denotes an Internet address. If you are connected to the Internet at the time, then click on the link, and the web page will be opened.

Text coloured **red** or another colour is simply for word emphasis and document clarity.

## Contents pages

You can click on any of the **chapter contents** and **subheadings contents** or their **page numbers** and you will immediately be taken to the relevant subject page.

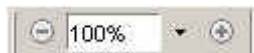
## Navigating features

The **Acrobat Reader** automatically opens this manual.

There are two ways to change the size of your page:

### a) Sizing

At the bottom of the Acrobat Reader screen there are sizing controls.



Click on the left control to change the size of the screen.

### b) Icons

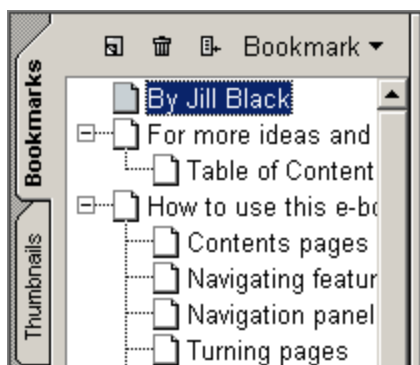
Three icons are found at the top of the screen.



To choose the best viewing option click on each view to increase or decrease the page size.

## Navigation panel

On the left hand side of the screen is the bookmark panel. The screen may have opened with the bookmark panel showing. If not you can open or close this panel using the bookmark panel.



You can use this panel to navigate around the book without returning to the table of contents each time.

## Turning pages

There are four ways to turn a page in a PDF file.

a) Use the **scrolling bar** at the right hand side of the screen.



When you click the **cursor** on the **scroll button** the page number shows in a small window.

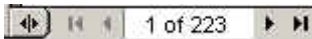
### b) Top Icons

Click on the buttons to move forwards or backwards.



### c) Bottom Panel

Use the sides of the page window counter to 'turn' the page forwards or backwards



d) Use the forward, back, up or down **Arrow keys** on your keyboard.

### Returning to Previous Pages

Click on the icon to return to the **previous page view**.



## Introduction

***Write, market and sell your "how to" informational documents - books, booklets, articles, reports, manuals, self-learning courses and more...***

At the beginning the 21st century the Internet is all about Information and the effective communication and circulation of that information in many diverse forms for both a local and global audience.

### So what does this mean for you?

In an increasingly knowledge based society we are entering the "Age of the Entrepreneur" with many home based business start up's proving to be "big business" online when it comes to expanding the scope and reach of the more traditional mail order business for selling informational products and services.

Computers, email technology and the ease of creating a web site means that the home based business can appear as impressive as many of the large corporations making the size, or location, of the business irrelevant in today's global marketplace.



### How Much Work & Money Do I Have To Invest?

Producing "how to" or "where to" informational material to sell requires some research and time, both of which are free, but very little capital (money) to actually create a saleable product.

Everything worthwhile we do in life nearly always takes a little bit of time to organize, a little bit of money to get it started, and a little bit of work to take it through to final success.

### What Can I Write About?

Most information publishers write about an area in which they have gained knowledge. This can be a special interest, a hobby or knowledge related to an area you work in.

### I Want To Start Earning Money. How Long Will It Take?

You can start selling by mail order or on the Internet within a few days of finishing your document. Larger e-books take from 3-6 months or longer but most average between 3 or 4 months. A booklet can take between 1 day, 10 days or longer depending on the nature of the material.

### Why Do People Say There Is No Real Competition?

A home-based writing and self-publishing business targets small niche markets that are too small for the large publishers to worry about. They only want books that attract a large segment of the population or the big name sellers and this gives you a niche market in which to sell. A niche market on the Internet can be many thousands of people that have an interest in your particular topic.

### How much money can I expect to earn?

There is no guarantee... but if you are prepared to focus on your success the home business entrepreneur averages \$50,000 per year, and many are making money from information products and services in excess of \$100,000+ working from the comfort of their home office. Some established "how to" or "where to" information publishers are known to be earning a six figure income annually from their business ventures.

### Why information marketing applies to every online business...

The writing and the publishing of information and the ability to communicate that information successfully to others play's a vital role in any online (and offline) business success.

You must be able to...

- Write good copy content for web site pages and sales letters.

*See copywriting resources and enrol on the free net writing course at:*

<http://www.netwrite-publish.com/copywriters-resources.htm>

- Write promotional material... This could be a press release, report, brochure or a free booklet related to your product to give to your customers.

- Write business related correspondence and documents including e.g. business proposals when negotiating a joint venture partnership affiliate agreements etc.

- Publish newsletters for your visitors and/or customers.

- Write information for e-mail and auto-responder messages.

Or perhaps, you are one of the many who already do, or would like to, make your living writing and self publishing your own "how to" information - books, booklets, manuals, reports, training courses, or articles to sell via the Internet.



## Why Information Publishing



The term information publishing generally refers to the many kinds of "how to" and "where to" information you see around you in the form of books, reports, guides, directories etc.

When used online information e-publishing refers to the electronic publishing of informational documents using a combination of content, software and hardware that delivers the equivalent of a traditional book, report, newsletter etc via the internet, in a variety of formats for others to enjoy and read.

### In today's knowledge intensive society...

People are always looking for information that can help them improve their daily lives...

1. Financially
2. Physically
3. Emotionally

And are willing to spend money for the knowledge and information that you can provide.

There are also many reasons why people use the Internet. They are online...

- Doing research for personal or business reasons.
- Sending and receiving email.

- Networking for business purposes or personally participating in interactive discussion groups and newsgroups.
- Learning how to make money in their spare time (or full time) to improve the quality of their lives and provide lifestyle choices for themselves and their family.
- Or, just trying to learn how to do something - work related or personal interest.

### What are the benefits of being an information publisher?

As a writer and publisher of information you will get the chance to learn a range of new skills that are transferable to each new project that you undertake including business skills, product development, layout and design and more...

Your job description will read...

Author, writer, editor, publisher, marketer, advertiser, promoter, business manager, net worker, public relations consultant, accountant, decision maker and the other tasks associated with the normal running of a home business.

You will also develop many character traits...

As a independent writer you learn to become a self-starter, creative, motivated, independent, self-disciplined, productive and organized all while coming up with new ideas, writing articles or books and running your business.

### Here are some reasons others have given for choosing writing and publishing as their choice of business venture...

- "How to" information documents are a major trend with high quality, content ebooks being in constant demand as more and more people surf the internet seeking information and opportunities to help them in their daily lives.

- Specialised niche "how to" and "where to" information, not readily available in libraries or bookstores, are a sort after commodity and this allows for a certain amount of flexibility in the pricing of your product.
- You can work anywhere you choose and your business can be easily relocated. This allows you to work in the city or in a remote country area the freedom of choice is yours.
- E-books are proving to be a dynamic and versatile way to produce your own book and supply information for users who want and need information that they can obtain instantly.
- Automation allows for instant delivery to your customer and e-books can be downloaded within a few minutes of purchase. This has the added advantage of capturing the impulse buyers in an "instant gratification" society where buyers want the product now, not tomorrow, or next week making ebooks the perfect online business.
- You are paid by credit card that is verified before your customer downloads a product. There are no credit terms or other lengthy processes before you receive payment.
- There are no educational requirements, you do not require a degree and age is no barrier to creating and marketing your informational products you only need the determination to succeed as with any other home business you may choose to become involved in.
- There are no delivery costs, there is no need to purchase paper or materials, CD-ROMs or floppy disks, and inventory is non-existent. It costs very little to create an information document and deliver it electronically via the Internet.
- You can start with your present computer, in your spare time, while earning an income from your current job until your business grows to the point where you can choose to make it your full time occupation.

- The market for your information is multinational. This means you are not confined to only your local market and because e-books need never go out of print, unlike conventional printed books you will have a market for as long as you choose to be in business.
- You will not need vast amounts of capital to start or operate your business venture and you get to keep nearly 100% of all the profits (after taxes and normal running costs) for yourself and your family, unlike traditional publishing where you submit to a publisher and get royalties of 5-10% for each book sold.
- You are not limited to selling your e-books entirely through your own efforts. You can multiply yourself through implementing affiliate programs and joint venture partnerships for others to share in the profits of your business and expanding the potential growth of your business.
- Ebooks allow you to express your creativity and you are only limited by your imagination. They can easily be brought to life for the reader through the use of available multimedia capabilities. This includes the use of animation, audio and video and these ebooks are becoming a popular choice to produce amongst many publishers as bandwidth increases on the Internet.
- The best reason of all, the freedom to plan out your day so you can ...
  - Spend with your family (since you work from home)
  - Develop your creative ideas for new projects.
  - And time to discover new interests and do the things YOU would like to do in any given day.



## Be Determined to Succeed

***"Destiny is not a matter of chance, it is a matter of choice. It is not a thing to be waited for, it is a thing to be achieved." - Jeremy Kitson***

Developing and running writing and/or publishing business on the web requires dedication, determination and a commitment to making it work.

Like any offline business your business will only be as good as the time, effort and planning you put into it.

To be a success, plan for success...

It is a well known that in both online and offline business many new start-up ventures fail within the first two to five years...

There's an old saying... "If you fail to plan, you're planning to fail."

Business planning takes on a whole new dimension with the international scope that the average home business can now achieve.

There is no difference between running a writing and self-publishing business than in any other business... online or offline.

Both require a clear understanding of where you want your business to go, what it can achieve, and what you need to accomplish to attain the desired outcomes for the goals you set.

With a clear goal, you will have an overall vision of how to build your business in the years ahead.

Setting outcomes for your goal is the key to taking your insights and resources, forming a plan of action and setting out to achieve what you truly want.



Some common areas that prevent people from succeeding are:

1. Inability to manage finances well.
2. Making bad choices for themselves.
3. Being incapable of taking personal responsibility for their life or their actions (or inactions).
4. They do not know how to set outcomes for creating what they want.
5. They succumb to laziness and procrastinate rather than taking the necessary action to ensure success.

Unfortunately, there are no magic formulas for instant success no matter how many people may try to convince you otherwise.

Unless you act, outcomes remain nothing more than dreams. It is like the person who say's "I am a writer" but never actually writes or completes any writing projects they have undertaken. There are also people you simply love the idea of an internet business but are not prepared to follow through with all that will be required for them to turn ideas into financial profits.

***'A day dawns, quite like other days; in it, a single hour comes, quite like other hours; but in that day and in that hour the chance of a lifetime faces us. ' - Maltbie Babcock***

While it is a good idea to learn from others who have gone before you to avoid the pitfalls they have encountered it is wise to use good judgment about any information that may influence you or your business decisions.

The habit of believing something on the basis of little or no evidence is a major human fault to be avoided especially with so much readily available information on the Internet.

To avoid making unwise decisions apply the following formula to everything you read and ask yourself the following questions:

1. Is the writer a recognized authority on the subject covered?
2. Did the writer have a motive in writing the book, web page or whatever other than to impart accurate information? What is the motive?
3. Does the writer have a profit interest in the subject covered?
4. Are there easily accessible sources to check and verify the writer's statements?
5. Do the writer's statements harmonize with my own common sense and experience?

Determine what it is you truly want and where you are going then you will become unstoppable in attaining your goals with the biggest Internet success stories yet to happen - and the next success story just could be you.

## Starting your Business

There are many business opportunities for new and professional work-at-home entrepreneurs to market their own, or someone else's, knowledge and information online.

### Many home business entrepreneurs are...

- Creating, packaging and marketing their own specialised knowledge in the form of e-books, booklets, manuals, reports, newsletters etc to sell from their web site.
- Developing home based careers as independent freelance writers.
- Gathering quality data and information on the current "hot" trends through research to quickly turn into a range of saleable products.
- Developing training (tutorial) courses to sell online.
- Finding what people want and having someone develop product/s when writing is not their area of expertise but marketing and selling is.
- Negotiating Joint venture partnerships or affiliations with others.
- Buying reprint or resell rights to existing quality products to build up a range of inventory.
- Selling books at auction. Online auctions are set to become an important tool especially when selling used, rare or hard to find books.

Or, applying a combination of some, or all, of the above.



## Business Start-up Requirements

One of the main reasons that an online business is so attractive is the minimum start-up investment required.

To create a profitable home business and make money from your computer you do not require...

- A high level of computing skills.
- The latest high-powered computer to get started.
- The purchase of expensive or hard to learn software before you can start creating an ongoing income from your computer.
- The need to gain a university degree, diploma or to attend adult education classes before you can start and run your own home business.

You can begin today in the "how to" information business with two basic requirements...

- Access to a computer with a connection to the net.
- E-mail software for the sending and receiving email.

These two requirements provide you with a variety of opportunities and an immediate start in magazine or newsletter publishing, freelance writing, e-mail consulting and much more.

As your business grows and develops certain software will be required for publishing documents electronically and developing your business (web site) presence online.



**Tip:** If you need to update your skills or if you need to purchase any new software program take the time to learn each program thoroughly. It is surprising how much you can learn in just an hour a day.

## A word processing program...

A word processing program is used to create your document. Commonly used word processing programs include....

### Microsoft word



### Adobe PageMaker



## [Adobe PageMaker 7.0](#)

## E-book compiler software...

E-book compiler software e.g. [Adobe Acrobat 6.0 Professional](#) (for the creation of PDF files) or HTML compiler software to convert your document into digital format so it can be downloaded over the Internet.

What is an e-book compiler?

To deliver e-books to your customers via the web a software program is required that will take your source files (documents) and **compile** them in an easy to distribute electronic format.

There are a numerous programs on the market ranging from top-of-the-line expensive programs to freeware.

If planning to sell your e-books it is recommended that you should look towards a higher priced, multi-featured product.

The choice of compiler, PDF or HTML format, is a matter of personal preference with many professional publishers choosing the multi-platform compatibility (readability) that is only available in PDF format.


Multi-platform means that it can be used with both Windows and Macintosh computers.

PDF (portable file format) is a good choice if you want to retain the appearance you designed when it is downloaded and printed.

HTML compilers package the pages you have written in HTML then create an .exe file ready for download over the Internet.

To open and start the e-book you double-click on the file and then view it in your web-browser or the compilers internal browser.

You may choose to give your readers a choice and compile your ebooks in both PDF and HTML formats.

 Tip: Compare the different features and choices available before buying to ensure you make the correct choice for your needs.

Read resource article: Tips for choosing an e-book compiler

<http://www.netwrite-publish.com/book-compilers.htm>

FTP (file transfer protocol) software program...

FTP software for sending your web pages and other documents to your web server. Popular programs include:

CuteFTP and WS\_FTP for Windows users  
Fetch for Macintosh users

These can be found at many of the various shareware libraries on the net.

## An editing program...

An editing program for constructing your web site.

There are many easy to use WYSIWYG (what you see is what you get) editing programs available for the purpose of developing a web site. Some of the more popular options include...



[Site Build it!](#)



[Microsoft FrontPage 2002](#)



[Dreamweaver 4.0/Fireworks 4.0 Studio](#)

## A Graphics Program

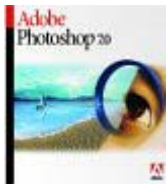
A graphics program is useful for designing e-book covers and web site graphics (this is easier than you may think).

Common software programs include...

### [ECover Generator](#)

This software does do all the work for you to create e-book covers...

- No Graphic design experience necessary.
- Less than 5 minutes start to finish.
- You don't have to be artistic.



### [Adobe Photoshop 7.0](#)



### [Jasc Paint Shop Pro 7.0 Anniversary...](#)



### [CorelDRAW Graphics Suite 11](#)

A database program...

A database program for customer records and other administrative data...

For example:

**FileMaker Pro 5.5**



[FileMaker Pro 5.5](#)



[Microsoft Access 2002](#)



[Microsoft Excel 2002](#)

### Desktop publishing program...

Depending on the area/s of business opportunities you decide to enter, or if your needs should change as your business expands; consider purchasing a desktop publishing program. For example:

**Microsoft publisher**

**Adobe In-Design**



[QuarkXpress 5.0](#)

### Other hardware...

Other useful hardware that can be added if you don't already own them include:

A printer

A Scanner.

### Sources of research reference material

It is a good idea to learn as much as you can about any new business venture you may undertake.

Research and decide what business area best suits your skills and talents based on your hobbies, areas of expertise, interests etc.

Read books, magazines, trade journals, visit the library, research on the Internet and use the periodicals index archives (found in most libraries and online) for material related to the your area of interest.

### Basic office and office supplies required

When setting up your office workplace it should be designed for comfort and efficiency.

If possible, set aside a certain area of your home especially for your business.

Plan and design your daily work and personal routines. Decide how many hours you will devote to your new business? Then set a schedule for yourself.

Leave time for personal leisure activities and allow time to spend with family and friends etc. Avoid spending every spare minute of your waking time on your business and neglecting the other areas of your life. This is an easy trap to fall into.

Stationery requirements include standard items such as pens, pencils, paper, and notebook or several notebooks to carry with you for jotting down your ideas as they occur.

Most people keep several notebooks with pens, in the car, beside the bed, in their pockets because you never know when inspiration will strike.

A small tape recorder is also another popular way to record ideas as they occur.

A filing cabinet or some other method for storage of research material and normal business documents that must be kept.

Bookshelves for storage of reference material.

A separate telephone line and fax are good additions for any home office.

To spread the word about your new business venture use your stationary letterheads and business cards to advertise and promote your web site URL to everyone you come in contact with.

### Business account

You need to open a business account at some stage to keep your business transactions separate from your personal finances for taxation purposes.

### Business name

A business name will present a more professional image. When choosing a business name do not choose the name of an existing business.


Do a trademark search on the name you have chosen.

### A domain name



Make purchasing your own domain name one of your early priorities in your business start-up.

Having your own www domain gives credibility as a serious entrepreneur doing business online.

 **Tip:** The better your domain name matches your topic the better you will do. Make it easy for people to find you and not your competitor when typing in keywords with the search engines.

### Develop a budget

Make a budget of your living expenses. Allow for web hosting fees, domain name registration and other expenses associated with your new business.

Know how much you will need to be earning from your business before you give up your regular job.

When your business generates profits in excess of your normal salary or wages on a regular basis then make your new business your full time profession.

This avoids a lot of stress that can be associated with a new venture.



### Find out about tax obligations

Find out about your tax obligations and any zoning restrictions to starting your business from home before you start.

### Develop an easy to follow strategic plan

Develop a plan to give focus and business direction. Take one step at a time. Develop and modify your plans as your business grows.

**Remain flexible in your plans & ideas and have FUN**



## Self-Publishing Opportunities

To create a home business and earn money based on your individual knowledge, creativity, talent and skills there are many fields of opportunity to choose from that involves writing and/or self-publishing. Many home business information entrepreneurs are.

Creating, packaging and marketing their own specialized knowledge in the form of books, booklets, manuals, reports, newsletters, informational audio and video products etc to sell to customers from their web site and through mail order to capture both markets.

Developing home based careers as independent freelance writers offering a range of services for local and international clients.

Gathering quality data and information on the current "hot" trends through research to quickly turn into a range of saleable products.

Developing correspondence and self-learning training courses in their area of expertise to sell to local mail order students and online students worldwide.

Buying reprint or resell rights to existing quality products to build up a range of inventory.

Negotiating Joint venture partnerships or [affiliations](#) with others

Finding what people want and having someone develop product/s when writing is not their area of expertise but marketing and selling is.

Selling books at auction... are set to become an important tool especially when selling used, rare or hard to find books.

*Or applying a combination of some, or all, of the above...*

Some of the more common areas where you can build a profitable business through combining technology with information publishing include:

Book and e-book publishing

"How to" manual publishing

Booklet publishing

Newsletter or magazine publishing

Consulting services - via email in your area of expertise

Copywriting

For more information visit

<http://www.netwrite-publish.com/copywriters-resources.htm>

Freelance writing - some common areas for freelance writing opportunities include...

Article writing and fillers

For more information visit

[http://www.netwrite-publish.com/freelance\\_writers\\_guidelines.htm](http://www.netwrite-publish.com/freelance_writers_guidelines.htm)

Photojournalism

For more information visit

<http://www.netwrite-publish.com/photography.htm>

Travel writer and photographer

Stringer for international newspapers or magazines

Newspaper or magazine columnist

For more information visit

<http://www.netwrite-publish.com/Conny.htm>

Writing services for web page content, web sales copy, email and auto-responder messages

Newsletter writing services - traditional media and online publications

Press release services

Writing tutorials and training courses - for print and online publications

Writing user manuals - for print and online publications

For more information visit

<http://www.netwrite-publish.com/technical-writer.htm>

Public relations presentations

Classified advertising and advertorial services - traditional media and online (an advertorial is an advertising supplement that reads like an editorial)

Brochure, leaflet writing services

For more information see:

<http://www.netwrite-publish.com/howbrochure.htm>

<http://www.netwrite-publish.com/bookbrochure.htm>

Booklet writing services for corporations, associations and clubs - for print and online publications

Resume and job application writing services - traditional and online

Report writing services e.g. company reports, in-house journals or club and association journals

Speech writing services

Manuscript writing services

Document translation services - do you know more than one language?

For more information of translation visit

<http://www.netwrite-publish.com/trans.htm>

Editing services - for print and online publications

Compiling information directories, databases and related services

Screen or script writing

For more information visit

<http://www.netwrite-publish.com/scriptwriting.htm>

Ghost writing

Indexing services - for books, periodicals, directories.

Business card , letterhead, fax headers, and envelope creation services.

Greeting cards and verse -electronic and traditional

Postcards and postcard caption writing -electronic and traditional

Cartoon and caption writing - traditional and online

Certificate and award creation services - traditional and online

Flash movie scripts

Online game scripts

For more information visit

<http://www.netwrite-publish.com/brewer.htm>

Book Reviewer

For more information visit

<http://www.netwrite-publish.com/reviewers.htm>

### Multimedia publishing...

As bandwidth connection times improve, audio and video will be increasingly used more online.

Interactive "how to" e-books, audio and video publishing will lead to some exciting opportunities, and ways, for you to present your work to your online customers.

### CD Rom products...

Directories and databases of information are particularly suited for distribution in CD Rom format.

All of these ideas and more can be turned into a profitable Internet business easily run from home working on a full or part-time basis. The bottom line...

*"Diversifying individual talents and building a personal portfolio that provides multiple streams of income is increasingly becoming a factor towards enjoying a individually designed and unique lifestyle or as a recession proof policy against downturns in the economy..."*

This is a diverse industry whereby you are only limited by your imagination as to the products and services you can provide using your own unique combination of talents and skills.

## Writing Tips

"Anyone can call themselves a writer but you eventually learn one thing... if you want to see your writing in print and be paid for your efforts you must first write something"

It is true that people are very busy, but a little extra time can always be found. This may mean giving up watching so much television, going out for drinks with your friends or other activities that are unproductive in the long run...

As a independent writer you need to be a self-starter, creative, motivated, independent, self-disciplined, productive and organized all while coming up with new ideas, writing articles or books and running your business.

There are thousands of writers that produce material everyday while looking after small children, running their web site or business or while working at a full time job. So how do they find the time?

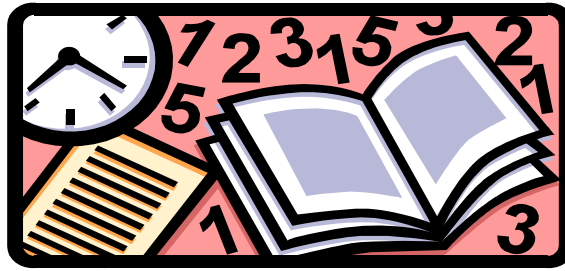
Before you begin on your writing career start by freeing up the time you will require by clearing all those jobs around the home you have been meaning to do. This helps to psychologically free your mind to enjoy the time spent writing and is known to create a "flow on" effect. An organized and uncluttered life leads to uncluttered, clear and concise writing.

When you have cleared those "niggling" jobs out of the way decide that from now on whatever needs to be done around the home you will set aside a specific time to get these chores done as part of a regular schedule.


## Pre-plan your time...

It is important to think of time as your most valuable asset...and it is... when writing and running your business from home.





From the beginning you need to learn to write on a regular basis and set yourself reasonable writing goals.

 **Tip:** Don't cause yourself unnecessary frustration through setting unrealistic goals e.g. to produce 3,000 words a day. This will reflect in your work not being as good as it might be if you try to write under this kind of pressure. If you fall short of your writing goal on a regular basis, it may be time to reassess your goal.

[Keep a daily log of your writing accomplishments.](#)

Develop a writing schedule for yourself and stick to it the same way, as you would organize your other regular day-to-day activities.

Plan and design your daily work and personal routines

- What you have to do each day.
- What you want to do each day.
- When you are going to do it.

Remembering to incorporate your writing time and the time you will require for developing your new business

Avoid spending every spare minute of your time on your writing. It is easy to fall into this trap and lock yourself away neglecting the other areas of your life.

Leave space in your schedule for your spouse, family and friends to avoid any resentment's should they suddenly find themselves excluded from your life. This especially applies to young children who may not understand if you are suddenly unavailable.

You may not be able to find the time to write every day but your success will be determined by the amount of time that you do spend writing.

Choose the actual writing times that suit you best. If you find you work best early in the morning then develop a regular routine and write at this time. Similarly if you work best at night then establish an evening routine.

Some writer's work at two, three, four-hour stretches at a time, others work a full eight-hour day, while some prefer to do marathon stretch until they are finished.

Have a notebook or several notebooks to carry with you for jotting down ideas as they occur throughout the day outside of your writing time. Most people keep several notebooks with pens, in the car, beside the bed, in their pockets because you never know when inspiration will strike.

A voice activated tape recorder is also another popular way for recording ideas when circumstances mean you are away from your computer or it would be impractical to use a notebook e.g. when travelling in a car.

Most articles or books require some research. Allocate this research time into your schedule. Some research tasks can only be done during business hours, the actual writing however can be done at a time that best suits you.

When organizing and planning your time for writing and find you can only spare the time to write part-time or for only an hour a day... take heart and remember!

There are many stories of writers who have overcome personal obstacles to achieve recognition through their writing. How big are your own distractions, interruptions and other excuses for not getting on and earning a living from your writing?

## Getting started in e-booklet publishing



Booklets are considered an easy way for the new "how to" information entrepreneur to start a mail order publishing business or to get started selling on the Internet...

### What is a booklet?

A booklet is a short book. Booklets are normally up to 60-75 pages in length. The average length is usually between 24-48 pages long.

Many people prefer the shorter, more direct style of reading that booklets provide and a thirty to forty page booklet is a good length to provide for busy people who like to get information quickly and with as little effort as possible.

The length of your booklet however is unimportant. The quality and the value of the information provided is considered more important than length to the reader who is seeking just the kind of information that your booklet provides.

People will pay as much for a booklet as they will for a book especially if it offers them valuable or hard-to-find information not readily found elsewhere e.g. bookstores and libraries.

Booklets are known to range in price from US \$4.95 to as much as US \$25.00 or more.

## Getting started on publishing your first booklet

Most booklets take no more than a week or so to write and complete after you have finished the initial research for your topic.

There are several steps to take in the development of your booklet projects before the final stage of selling on the Internet and making a profit.


These steps will include all of the following points:

Step 1:

Getting an idea for your booklet project.

Step 2:

Researching the market you wish to target and any topic-related research required.

 Tip: Just because you think your topic idea is good, there may not be a demand for your subject matter. Find out before you spend time on writing a booklet that may not sell well.


Step 3:

Planning and designing how you want your booklet to look.

You need to think about size (how long you want it to be) the choice of fonts to use, colours, and the actual design layout of the contents and finished look.

If you use artwork in your booklet or your booklet cover you will need to take this into consideration when you are designing your layout and how the finished product will look.

Will you create the artwork yourself, or get it from other sources?

 **Tip:** Limit your use of graphics and use them only when you need to illustrate a point. You need to consider file size when downloading over the Internet or the cost of colour printing as opposed to using text only if selling via mail order.

There are several places where you can get photos, line drawings and clipart for illustration purposes. However, you need to be aware of copyright infringement. The best policy to safeguard yourself is to purchase any images that you use commercially.

See article: Copyright those documents for more information on legal issues for writers and self-publishers.

[http://www.netwrite-publish.com/copyright\\_documents.htm](http://www.netwrite-publish.com/copyright_documents.htm)

Here are a few places that I personally like but there are many more places on the Internet that can found by typing the in appropriate keywords with any major search engine.

<http://www.deviantart.com>

<http://www.gifart.com>

<http://www.grsites.com/webgraphics/>

<http://www.clipart-graphics.net/>

For photographs ...

Photo Disc Royalty Free Photos (requires registration)

<http://www.photodisc.com/>

Free stock photos

<http://www.freestockphotos.com>

(Read copyright info at bottom of the free stock photo page)

**To learn more about photography visit the Photography Resource Centre**


<http://www.netwrite-publish.com/photography.htm>

#### Step 4:

The actual writing and editing of your booklet.

When laying out your booklet keep it simple. Choose a serif font like Times New Roman for your headlines and sub-headings and a Sans Serif font like Arial for ease of reading for the main body copy of your booklet.

A 14pt size provides easy reading on a computer screen and 12pt is the normal size if you are going to sell your booklet offline e.g. by direct mail order.

 Tip: try this simple technique to help you write more quickly and easily.

1. Make a list of the ideas and key points you want to convey to your readers.
2. List these points in order on your computer.
3. Illustrate each of these points with two or three stories. Stories bring your message points to life and help people remember them more easily.

Any subject can be taken and broken down in this way and make writing your booklet easier.

When you have finished writing your booklet give it a commercially appealing title.

Read resource article: Titles for Tips Booklets

<http://www.netwrite-publish.com/titlesbooklets.htm>

Do not forget to include your copyright notice information.


Example:

Copyright © 2001 Joe Bloggs. All Rights Reserved.

Step 5:

Now it is time to compile your e-booklet ready for the Internet.


Will you compile in PDF, HTML, or another format? Will you offer your readers a choice of formats – maybe as a print booklet to sell offline or for people who want a hard copy version?

 Tip: Do a final editing, spell check and ensure all hyperlinks work before releasing it to the public.

Step 6:

The next step is to get a domain name and create a web site to showcase your booklet.

Pay for a domain name that matches your subject topic and create a small web site filled with information based around that topic.

 Tip: The better your domain name matches your topic the better you will do. Make it easy for people to find you and not your competitor when typing in keywords with the search engines.

Step 7:

Decide on a price for your booklet.

Then determine how you will accept payment for your booklet e.g. credit card, cheque or other methods of payment. Will you sell your booklet on the Internet or perhaps sell by direct mail order offline as well to capture both markets?

See resource: Payment Options

[http://www.netwrite-publish.com/payment\\_options.htm](http://www.netwrite-publish.com/payment_options.htm)

**Step 8:**

Put your booklet on your web site.

**Step 9:**

Implementing strategies for promoting and marketing your booklet.


Submit your site to the search engines/directories.

Get links with other complementary sites.

Write articles about your topic and send them to e-zine publishers. At the bottom of your articles place your resource box and include your contact details, your author bio and your web site URL (your www. domain name) so that people can visit your web site and find out more about you.

**Step 10:**

Finally selling your booklet to your customers.

 **Tip:** If your booklet proves a success you can sell the reprint rights. This allows others to reprint your work for a fee. Selling your non-exclusive reprint rights to 100 people for \$100.00 each you can make an extra \$10,000 in extra profits for your business.

There are many languages in the world. Sell the licensing right to your booklet for translation into another language. You get paid for the rights and they will do the translating, editing, promotion etc.

When you see how well your booklet sells you can commit yourself to write a much larger book or maybe a series of booklets based on your first one.

### Starting the next project...

Before the completion of your first booklet you should be generating ideas and beginning work on your next project because...



It is very unlikely that you can make all your fame and fortune from one stand-alone booklet project.

The creation of a range of products ensures your business continues to grow and prosper in the future through repeat business.

80% of your business will come from repeat customers and getting a new customer can cost between five and eight times more than to sell to an existing customer...

So always treat your customers well rather than continually searching for new customers for your products.

Good Luck with publishing your first informational booklet online.  
This completes this short introduction to starting your own writing business....

For more resources visit:

**“Net Writing and Publishing Success”**

<http://www.netwrite-publish.com>



**For a selection of quality books for writers, self-publishers and photographers visit**

[http://www.netwrite-publish.com/success\\_bookstore.htm](http://www.netwrite-publish.com/success_bookstore.htm)