

# MONEY FROM WRITING

A Guaranteed Way To Earn Thousands of Pounds by Selling Information

You can earn hundreds if not thousands of pounds a month simply by selling information. You can work whenever and wherever you want.

Orders and cheques come directly to you in the post. When you receive your orders you print out the information requested and post it! There is no need to carry stock, though it may help when orders come in quantity. With today's technology all you need is access to a photocopier or a computer.

You can even sell your information on the Internet and not have to print it! Selling Information is very profitable. A page that costs a few pence to print and post can sell for £££'s. A manual that costs a few pounds at most to print will sell for at least £10.00 and often much, much more.

If you use a traditional publisher you have to sell hundreds or even thousands of copies to make a profit. Some publishers even charge you for taking on your work! The beauty of information publishing is that your customers aren't interested in glossy covers. They simply want information, the most valuable commodity of all.

To explain the concept of information publishing I'll give a few examples. One home publisher I know was asked where to buy wholesale supplies of clockwork toys. He gave the name of one supplier and charged £10.00 for the information. Both parties were delighted.

OK that was a bit specialised and a one off sale. However my book "Secrets of The Craft Business" has a wide appeal and sells for £25.00 and I've sold over 2000 copies! A friend of mine was a teacher who wanted to get out of teaching, not only did he get out of teaching and start a new career (selling information) he wrote a book on exactly how he escaped (The Escape Kit) and sold it over and over again.

## Lists

Can you compile a list? Of course you can, you need access to a telephone, some trade directories and magazines. Lists currently being sold include: Auctions, Bankruptcies, Computer Wholesalers, Craft Suppliers, French Supermarkets, Jokes, Land, Market operators, Massage Parlours, Plot lines, Property, Quarries, US Newspapers, Wholesalers etc. Think about it: if there are enough items to compile a list then there are probably enough people interested in such a list. These lists usually sell for between £10 and £80.00. If people need a list it's often not worth their time and effort to compile their own so why not do it for them.

## How-To Books

Can others benefit from your experiences? Typical examples include Borrowing Money, Building Go Karts, Cartooning, Export, Garden Ornaments, Inspecting A Used Car, Import, Keeping Fit, Losing Weight, Marketing, Metal Detecting, Piano Playing, Proof Reading, Sex, Stock Market Trading, Using Computers, Will Writing etc. Such How-to books generally sell from £10 upwards.

## Correspondence Courses

sell for between £60 and £400.00. Some are so successful they've been selling for decades. There are courses for sale on Memory Improvement, Speed Reading, Feng-Shui, Hypnotherapy, Writing, Catering etc etc.

## Newsletters

cover all sorts of subjects e.g. Enamelling, French, Investing, Money Making, Poetry, Printing, Rubber Stamping, Writing etc etc. Subscriptions are usually sold for between £10 and £20.00. If you publish a newsletter you can also sell advertising which in itself is a major source of revenue.

## Other Peoples' Work

You can buy manuals with resale and reprint rights. Selling these is not as satisfying as selling your own work. But it can be extremely profitable. I know, I do it (see the special offer!)

I started in Home-Publishing a several years ago, by selling other people's work. Within a few months I had earned over £6,000! It was profitable but not very satisfying. So I wrote my own 24,000 word book, about the craft business titled "Secrets of The Craft Business" The first month it was on sale I made £600 profit! From one ad! Each ad I placed drew a response of between 30 and 100 orders. Within a few months I had earned another £6,000! My book "Secrets of The Craft Business" has recently been enlarged and updated and is still selling at £25.00. I've now sold over 2000 copies.

I also sell The Turning Point Home Publishers CD, for £20.00. In less than two years I've sold 1000 copies.

My ad was repeated in 30 consecutive weeks in one publication. You may well have seen it. Why do I keep repeating it? Because it works!! It's as simple as that! If an ad works and is the right price I repeat it and repeat it and repeat it in the full knowledge it will always make a profit.

There are hundreds of Home-Publishers: Peter Jones of Salisbury regularly earns between £2000 and £3000 a month. Mel Lewis has made more money selling a seven page, 2,300 word, unbound how-to report than he got paid by Blandford Publishers for writing a 60,000 word hardback. Avril Harper of Hartlepool has written, and sold over 100 titles. (see Readers Comments) David Nuttal of Orpington sells "Boot Sale Profits" and "Paving The Way To Self-Employment". Mel Lewis "How to Make Sex Last Longer!" Many home-publishers rely on business titles but as can be seen from the above anything goes. Other titles sold include "How To Cut Your Mortgage in Half", "Cash From Your Kitchen Table", "Eat Like a Horse and Stay Slim", "How To attract Girls", "How to Win At Competitions", "Start Your Own Nursery", "The Fade Away Diet Plan", "How to Electroplate Insects".

Some of the above authors are full time, some part time, some know their subject inside out, some research it. The list of quarries I mentioned earlier sells for £25.00. If you needed quarried stone you wouldn't spend days researching your own list would you? But to make a few thousand pounds by selling your list it's well worthwhile. Everyone has access to some specialist knowledge there must be something you know or would like to learn more about. Why not make your knowledge and research profitable? **Information is Money!**

The key to turning your knowledge into cash is marketing. You must know how to market your publication, this is usually done with specialist

magazines. You must know where to find these magazines how to write an ad. More importantly you must know how much you should pay for advertising and what response to expect. If a magazine has a circulation of 10,000 then you must have a good idea of what your best and worst response should be. If you don't have this information you can't possibly know how much to pay for your advertising. Once you have one successful ad seen by say 10,000 people and it's profitable then increase your advertising and increase your profits. My A4 size 57 page manual "Secrets of a Home Publisher" will show you everything you need to know. Including:

- How to find specialist magazines
- How much to pay for advertising
- How to make large ads pay
- How to make small ads pay
- How to minimise risk
- How to print at home
- Using a High Street printer
- Suggestions on what to write
- Selling other people's work
- The 20 'Golden Steps'
- Where to advertise
- How to get credit
- What returns you should expect
- Paperwork
- How to get free advertising
- How to outsell any competitors
- When to advertise
- Using the National Press
- How to place ads in the National Press without joining The Mail Order Protection Scheme

The price of "Secrets of a Home Publisher" is just £35.00, a small price for what could be the Turning Point of your career.

I realise you may think "this all sounds too good to be true, it can't be that easy." Well I never said it was easy if you're selling information it has to be accurate and up to date and can involve days and sometimes weeks of research and writing. But you only have to do it once and then update it as it becomes necessary.

## Readers Comments

As an old hand of 12 years, I thought I knew most of it, but this publishing course taught me things even I never knew. That is not to sound arrogant, it just makes me realise no matter how long you have been in this business, there is always someone else who can teach you something more.—Avril Harper

"If you are interested in National Advertising- you need this manual" - S.Garlick Money Master.

"Secrets of a Home Publisher has opened my eyes to the profits that can be made"- Les Lambert "The most sense in the fewest words"- Paul Pearson. "I look forward to my first million"—Graham Clark.

To see if information publishing is for you then have a look at "Secrets of a Home Publisher" there's no risk and even a risk free guarantee.

## No Quibble Guarantee

Examine "Secrets of a Home Publisher" in your own home and if for any reason whatsoever you decide Information Publishing is not for you then return it, in any condition, within 30 days for a full no questions asked refund.

If you wish, you can **post-date your cheque for 30 days!**

You may wonder how I can make such a unique guarantee. Fortunately, most people are honest and few, if any, will take advantage. Also to make certain you can make money if you order within 30 days I'll include a free copy of The Turning Point Home Publishers' CD which I normally sell at £20.00. I've sold over 1000 copies in less than two years. Like me you'll have full reprint and resale rights! This offer will enable you to start earning almost immediately.

## Special Offer worth £20.00

The Turning Point Home Publisher's CD comes complete with reprint and resale rights. It contains thousands of manuals, tutorials and shareware it comes complete with reprint and resale rights. You can sell the manuals singly or you can sell the CD as it is, as I do. For full details see the website [www.homepublisher.org.uk/lc](http://www.homepublisher.org.uk/lc)

Even if you return "Secrets of a Home Publisher" you can keep your copy of the Turning Point Home Publisher's CD worth £20.00.

You have a completely risk free, **more than your money back guarantee** so send in the coupon now to Turning Point, 2 Chapel Lane, Folly Gate, Okehampton, EX20 3AG and I'll post your manual by return. If you have any queries phone me Peter Preston on 01837 659916 or visit the website

[www.homepublisher.org.uk/lc](http://www.homepublisher.org.uk/lc) for immediate despatch freephone

**0800 1971578**

## Yes, I want to earn £££'s by selling information

Please rush me my copy of Secrets of a Home Publisher. If for any reason whatsoever I'm not satisfied I can return the manual within 30 days for a full refund.

I am ordering within 30 days of publication, please include my free Home Publishers CD. Which I may keep even if I decide to return "Secrets of a Home Publisher"

I enclose a post-dated\* cheque/ PO/ cash for £35 payable to Turning Point.

Please charge my credit card  
Credit/Cheque guarantee Card No

Exp Date

To ensure immediate despatch please supply your cheque guarantee card number and expiry date

Signature

BLOCK CAPITALS PLEASE

Name

Address

Postcode

Tel

LC

Please post to:

Turning Point, 2 Chapel Lane, Folly Gate, Okehampton, EX20 3AG

Or for immediate dispatch phone the order hotline on

**Freephone 0800 1971578**



Website: [homepublisher.org.uk/lc](http://homepublisher.org.uk/lc)

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