



# Tips Products International

## Booklets and Info Products as Business Promotions

- Promote your product or service
- Distribute value added products
- Generate additional revenue
- Establish yourself as an expert in your field

### **15 Questions To Instantly Help You Write A Tips Booklet**

Paulette Ensign

1. What is the single most compelling subject from your experience or knowledge that you want the world to know about? If there are several topics, consider which one you are most passionate about.
2. Can you identify the single most outstanding thing you want people to know? Think about whether it is a new skill, perspective, attitude, or expansion of general knowledge.
3. Why do you want to write a booklet? It may be an altruistic gesture to spread the word about something. It might be a marketing tool for a business or book you have or want to have. The booklet can be a profit center for you. Maybe you would like it to be both a marketing tool and a profit center.
4. How would you divide your subject into segments? Look at the possibility of those segments becoming additional booklets to develop into a series, or as mini-chapters of one booklet.
5. What are you often surprised by that people do not know about your subject area? There could be something that seems so 'common sense' to you, while being highly helpful or enlightening to others.
6. Does your information need to be presented sequentially or can it be random? Notice if specific entries stand-alone or if they need whatever came before to cause the entry to make sense to the reader.
7. What do you want people to do and not to do, be or not be as a result of your booklet? Think about how this information will benefit the reader.
8. Who besides the reader can benefit from this material? There may be manufacturers, suppliers, or distributors whose business activities can profit by distributing your contents. Those will be large-quantity buyers of your booklet.
9. Is there jargon or language that is peculiar to your topic? Consider how you will monitor and treat that in your content.



# Tips Products International

## Booklets and Info Products as Business Promotions

- Promote your product or service
- Distribute value added products
- Generate additional revenue
- Establish yourself as an expert in your field

10. What surprised you most when you learned about your topic? That is probably useful to pass along to your readers in some way.

11. Which resources are needed to implement any of your suggestions? Look for the easiest ways to accomplish what you are recommending to your reader.

12. What is it that people need to know about you? Tell what gives you the credential to write about this topic.

13. What other products and/or services would also make sense to develop to assist the reader in this topic? Decide whether it is important for those to be products and services of your own, of someone else's, or both.

14. How would short anecdotes be useful in supporting your materials? The anecdotes could get in the way or enhance your content.

15. Do your tips need visual support with graphics to allow them to be more fully understood? Clip art could be adequate or you might decide to use original art.

Are you ready to get started? Or were you already making notes as you were reading this? Take as little or as much time as you'd like in creating your first tips booklets. You'll be amazed by the results. Everyone has something they want the world to know about. What's the starting place for you?

© 2014, Paulette Ensign

Paulette Ensign has personally well over a million copies in four languages of a tips booklet called "110 Ideas for Organizing Your Business Life," all without spending a penny on advertising. She has had clients match and surpass her results, worldwide.

She has learned her business by doing it, never having taken a formal business course in her life. Her San Diego, California -based company, Tips Products International, offers a range of products and services to support your success regardless of your budget of time or money. Phone 858-481-0890 or visit <http://www.tipsbooklets.com>

\* \* \* \* \*