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WELCOME to eBiz EYE.

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Welcome to another issue of eBiz EYE, and I hope you're off to a great start in 2014. Two months down already!

Why eBiz EYE?

A question that comes into my mind from time-to-time is why would I publish this newsletter?

Yes, I've grappled with this issue. But not too much, because there's a simple explanation.

Although it takes a bit of time to compile and publish eBiz EYE, there are a few benefits :

- provides something for you, the reader and subscriber (other than email) to read at any time, and to re-read if you prefer
- allows many topics to be covered in a single issue
- gives the opportunity to share some great resources with you
- provides a means to announce projects and new publications
- provides new content at New Times Home Biz that can be indexed by the search engines
- and, allows the chance to write in a different style

These are just six good reasons why eBiz EYE is published.

Clippings (aka News Briefs)

If you've been to NTHB recently (hope you have), you might have noticed something different. The eBiz EYE subscribers' box has changed. My email service provider is now [SendReach](#).

Why have I changed from AWeber? I jumped at an opportunity in late 2012 to be "grandfathered" into SendReach for a one-time payment for life; SendReach has a few extra tools that are add-ons with other services. Although these other email autoresponder services charge either a monthly or annual fee, and they generally start at about \$20 per month, the Send Reach offer was simply too good a deal to pass up - my investment would be paid off inside 18 months. These types of offers don't come along every day. So, what does it mean for you? No change.

By the way, there are a couple of free email autoresponder options that you could use for your list building efforts. Watch for a blog article on email autoresponders soon.

Here are several recent posts at the NTHB Blog that might be of interest.

[The List Enigma](#) ... in Steps To Business Success

[Where Else To Sell Your eBook or Report](#) ... in Selling Strategies

[Talk About What You Know](#) ... in Home Business Tips

[Bouncing Back and Grinding Away](#) ... in Work, Life, and Yourself

Resources

DO YOU KNOW about these resources? Are you using them?

Described below are **5** outstanding resources that can add value to your online business. At number five are 3 income opportunities that you could take to your local community.

Let's start with a couple of indispensable sources where you can get a huge amount of information all for nothing. Click on the various links for further details.

1 Some time ago I mentioned about a fabulous free resource - Website Magazine. It used to be delivered to my Inbox every 3 months as the FREE version, with a paid version allowing access every month. But now the people at Website Magazine have really ramped things up. It's now **free every month** and it can be either read online, can be saved for later reading, or can be printed to read at your leisure. I recommend saving it to a folder on your hard drive or external drive as that's the cheapest and most convenient.

As a digital magazine it is superb ... so why not have a look.

Click this link --> [Website Magazine](#)

2 Next is [MakeUseOf](#) Every day there's something new and very informative that's delivered. Again, it's free, and you'll be kept up-to-date with all the latest in tips, tools, apps, and gadgets.

There are also some very good free downloads on many, many topics about how to get the best from your online resources.

Check out this latest article on [Google+ Meets Gmail: Everything You Need To Know About The Explosive Combo](#).

You do have a gmail account don't you? If not, try one as a secondary email source.

3 The third resource is [Dropbox](#) As a file hosting service, you can get a free account with 5 Gb of storage (That's a lot of storage). It's a very good way to place files of any type - e.g. text, graphics, video, audio - for restrictive audiences e.g. buyers of your products, family members, friends, groups, committees, or members of your membership site.

Here's another example. Recently I've started using [e-Junkie](#) as my e-commerce platform at New Times Home Biz. The bonuses/benefits of my info-products are now stored in Dropbox and are accessed from a link inside the product. Very simple.

Click here for more information --> [Dropbox](#)

4 What's the best Kindle training around? [KINDLING ...](#) by Geoff Shaw If all you do is follow Geoff's very comprehensive training, then there's only one way you can go. And that's up. Read some of the success stories of people who have done the course.

Whether you want to create fiction or non-fiction and get it into Kindle, [Kindling](#) is the one to go for.

5

The final resource for this newsletter is [THE LOGO CREATOR](#).

Don't be fooled by the name - it is much more than just a package to create logos.

The software is available in both Mac and Windows versions, and can be used to create all sorts of web graphics.

I've used it for many image compilations, such as ebook cover images (that are then imported to my online ecover software), header graphics, marketing images, website graphics, newsletter graphics, and many more.

So, if you're creating info-products and you want unique images and graphics, then ...

[The Logo Creator](#) could be just what you're looking for. Remember, avoid using bought images, unless you can modify them, because they will be tagged as duplicate content by the search engines. And THAT is really to be avoided. There's also the issue of copyright infringement - be aware of that!

Here are three opportunities that you could actually make a business from, using The Logo Creator ;

- design business cards for your local area
- create a graphics design service
- create special graphics that you can sell at your website or blog, or place them on a board at Pinterest.

You can also import any of your own images (e.g. photos) into a compilation made with TLC. As stated perviously, avoid buying images and graphics and make your own. It can be fun, too!

TLC is one of the most enjoyable apps I've ever used ... and there are some easy video lessons that come with the program.

Just to finish off, here are some of the extra packs that can be integrated with The Logo Creator software.

[Animated 3D Characters](#)

[The Business Card Creator](#)

[The Business Card Creator + Logos](#)

[The Character Creator](#)

The “Ideal” info-product

Let's get back to being creative. Using your skills, knowledge, or experiences, what's the "ideal" information product that you could create?

This is an important question, so let's examine it.

Firstly, having your own product is the best way to ensure that you'll have a successful, sustainable, and long-term business. Why?

Because ...

- you make 100% of the profits
- there is ZERO delivery cost – no shipping is needed
- the risk of running this type of business is almost negligible, and even if you fail then not much has been lost, only a bit of your time
- money can be made on autopilot
- you have a worldwide audience
- there is a proud feeling of achievement after you've completed your very own product
- identifying yourself and your business is achieved
- the method is easy to duplicate

Now, back to the question - what is the “ideal” info-product?

Well, to be an income earner, that info-product will need to have the next questions answered.

What is its purpose? Is it to give a good read? Should it entertain, to share ideas, impart knowledge? Should it kick-start a personal goal, maybe a business goal? Or should it help you, the author, make money fast?

Of course, the ideal ebook should satisfy all these questions. So, when you're planning your next project, list these questions on a sheet of paper and see if you can provide answers.

But it doesn't stop there, we've only just begun the preliminary analysis.

Next, your product would need to include the following characteristics:

- is low cost to produce
- does not involve a disproportionate amount of work
- offers multiple income opportunities

- has good demand
- has quick and consistent sales
- has potential to be “evergreen” i.e. has the ability to make money for a relatively long time (say, 3 years or more)

Interesting isn't it, when some analysis is applied.

In more depth, here's the essence for producing the ideal info-product.

During the planning phase, always consider the following ...

- quick to produce
- very cheap or perhaps, free
- has a definite objective that results in profitability
- has the ability for additional profits, for example from inside the book or from back end sales
- a lot of people (the general market) desire the product or it fits into a niche market with fewer participants but with large response potential
- the market is easily identifiable i.e. the demographic
- the market is easy to reach
- multiple ways to market the product at low or no cost
- has viral marketing potential
- should have long term popularity and selling potential and be easy to update
- should include the means to capture enquirer and customer addresses
- contain other valuable information from within the product

It's a long list but it's exactly what should be aimed for in producing your info-product.

Keep these in front of you at all times, check them off, and you'll put yourself in a much stronger position to get that highly successful info-product.

The Public Domain

The Public Domain is where a lot of people are making a good living by accessing and selling material from a range of sources?

But what is “Public Domain” content? And how can you make money from it?

These were two questions I discussed in a brief article at NTHB Blog some time ago.

Click here for further information --> [Use Public Domain material to build an ebook empire.](#)

This is just another way how you can add an additional income stream to your digital info-product library.

Two latest publications

Following on from “The Ideal Info-product” and “The Public Domain”, here are two publications that I’ve created in the past two weeks.

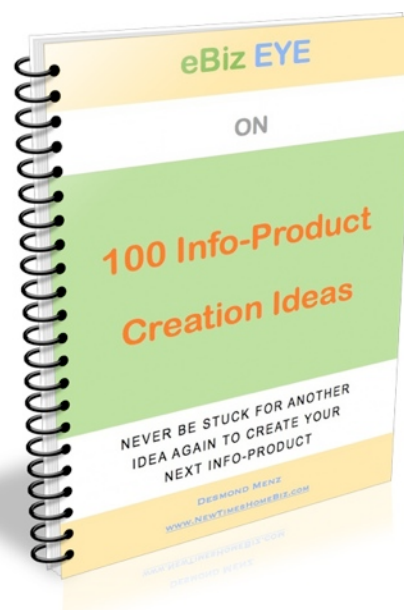
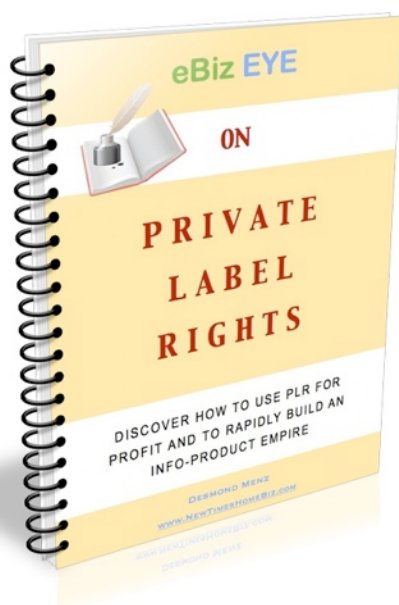
(I’m in a product-creation and publishing groove at the moment, and my aim is to get another four publications completed by the end of March.

And then ... something very different is going to happen!)

eBiz EYE on PLR ... and ... eBiz EYE On 100 Info-Product Creation Ideas

One is a dozen dollars ... and the other is a take-away!

One is in the NTHB Store ... and the other is in the NTHB Bookshelf.



You may already know about these two reports. Here are the links -->

[eBiz EYE On PLR](#)

[eBiz EYE On 100 Info-Product Creation Ideas](#)

The PLR report could really make a big difference to how you use the public domain - if you wanted to explore that further.

Here's a GREAT TIP ... if you can find something in the public domain in your niche, or in any topic that interests you, then take parts of it and combine it with suitable parts in a complementary PLR publication ... and what have you got?

Your very own unique product.

All I can say is, seize this opportunity.

What am I working on right now? A very comprehensive report on Public Domain content. And there will be a Kindle version, too.

Making the world a better place

There's one way we can make a big difference to people in need and that's to make a small loan. Loans as little as \$25 can change peoples' lives.



My aim is to get 100 Kiva lenders by the end of this year. Will you be one of them? Can you lend just \$25?

Find out more about Kiva at ... www.Kiva.org

And then please join my team by following these steps;

Step 1: At <http://www.kiva.org/> click "Teams".

Step 2: Enter the search - **Make Their New Times** - in the field "Search for your favorite teams" and click "Search Teams"

Step 3: Click "Join Team".

Step 4: Register with Kiva to create an account. Upload your photo if you wish.

Step 5 : Log in and make your first loan. Make sure it's with **Make Their New Times**.

I'll be eternally grateful, and so will Kiva.org and the people receiving your loan.

And also, if you join you're then able to make a gift to someone - a family member, friend, relative, workmate - with a \$25 Kiva card which can then be used for a loan.

And now to sign off ...

That's it for now for this digest. I hope there's something in this issue that you can profit from.

I'd sure like to get your feedback, so here's where to send it. Many thanks if you do.

getdes@newtimeshomebiz.com

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All the best. Keep well, stay happy.

Until next time ... To good decisions and great rewards

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