

Confessions



**An Ebook Ghostwriter Spill the Beans
About Stuff She's Learned On the Job**

The 2008 Year In Review Compiled by Viqi French for
PetLeopard.com

Confessions

AN EBOOK GHOSTWRITER SPILLS THE BEANS ABOUT STUFF SHE'S LEARNED ON THE JOB

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Introduction

Thanks for your interest in this information! What you're about to read are excerpts from 11 of nearly 50 ebooks I've written. I do this work through my copywriting and SEO publicity service, PetLeopard.com.

In keeping with the theme of this ebook, the first thing I'll "confess" is there's no rhyme or reason to the flow of excerpts; they're in no particular order. Nor do all of the layouts match; each different excerpt is pretty much still in its original design flavor. And although the cover of this document has a sexy bent, most of what you'll find here has nothing at all to do with sex... Sorry! Just read whatever chapters interest you.

So why am I sharing this information? Well, there are two reasons:

1. A fringe benefit of writing how-to's for people is that I learn an awful lot. (Yep, I'm easy to intrigue.) So, in the spirit of wanting to share helpful or fascinating info I've learned, I decided to compile this free book containing my favorite learnings from some 2008 projects.
2. Pet Leopard also creates free viral documents and reports for clients, and I'm a big believer in these promotional pieces. So, here was also an engaging way to show you some writing samples, in hopes that you'll think of us whenever you need related services!

I hope you find some of this information useful, or at least a little entertaining. And I also hope you'll contact me about writing for you: **info@petleopard.com**

Enjoy!

Vigi French



Confession: I'm frequently contacted to write ebooks about dating (and sex). Just a sign of the times, I suppose. I like writing in this niche... It secretly gives me a chance to help people improve in these important areas. Here's an excerpt from an ebook that coaches guys to "man up" for a better love life!

What Women Expect to See In Men

Don't hate Mother Nature for how she made women. And it's time you start to fully embrace what being a man means, too. The sooner you accept the facts of life - the perfect design of human nature - the better your dating results will be.



My favorite illustration of the way things work in all the animal kingdom is the peacock. Many people don't realize it, but it's exclusively the **MALE** peacock whose elaborate train is so striking. The plume of lady peacocks actually looks quite dull by comparison.

So something's wrong with this picture. It is man's image that nature designed to cast this dazzling affect. We, as men, were made to show

our stuff. So why are so many of us are challenged to display our greatest attributes?

Have we so evolved that many men have lost touch with the natural order of things?

Even when we don't understand our role, women do. And if you're not showing up the way nature planned, she'll pass you right by for a better model.

You see, it's long been believed the male peacock's plumage evolved to such a high aesthetic as a mating strategy, to attract females. Lest, the species one day would become extinct.

My point is probably obvious... Like the male peacock, we as men were designed to show our most powerful selves. But the way so many of us fail to muster all our resources to wow potential mates is tragic. Those of us who fail to conform to nature's way face a type of social extinction of our own.

It all reminds me of a bit of prose made famous by former South African President Nelson Mandela. The words, however, were penned by poet Marianne Williamson, who said it all:

Our Deepest Fear

By Marianne Williamson from *A Return To Love: Reflections on the Principles of A Course in Miracles*

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you *not* to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”



To bring this all full circle, if most women don't seem to respond to you in a manner you would like, it isn't likely they who're at fault. They are only being the creatures that God designed them to be... The real question is: Are you?

Women choose well-endowed suitors over drab ones, and there's evolutionary logic behind it: Healthy men - mind, body and spirit - are likely to father healthy offspring. So by natural design, women expect men to present their best selves, to show themselves as awesome, multidimensional creatures.



Confession: This was a first: I wrote an ebook on how to become a straight male hooker! Personally, I'd never pay a guy for companionship or sex. But if the ebook biz ever dries up, I now know the ropes for providing a profitable service that's ever in demand.

Queen For a... While



Yes, the male escort business is booming – and you'd be surprised who's buying. Female clients can come from any walk of life. They're of various nationalities and backgrounds including:

- Single Women,
- Divorced Women,
- Unhappily Married Women,
- Lonely Housewives,
- Travelers,
- Corporate/non-Corporate Business Women.

She may be working on a degree, building a career, raising kids, or maybe all three. Whatever the circumstances, she may simply have too little time for herself. She's doing what she must, but sometimes it gets lonely. And then there are those social occasions. Going it alone, dateless, is rough.

So a startling number of women increasingly are gravitating to gorgeous, "disposable" men. The trend stems from their growing independence. They're successful in their professional life, and they're now taking

control of their relationships, too. But sexual desire, the occasional desire for companionship, and social pressures still exist...

Hot on her calendar is a college reunion, a company holiday party, a cool concert, or her birthday... and there's no one special in her life to accompany her. Hot or not, she'll feel badly about herself if she doesn't have a date. For all her success, beauty or other promise, she'll feel like a second-class failure if she shows up alone. She has some pride, for goodness sakes, and an image to uphold.

So many women facing these uncomfortable situations have evolved; they can afford to do away with the discomfort. They simply rent-a-man to get through the occasion or lonely moment. They want a good-looking, attentive guy on their arm, making them look successful. Or maybe they just need a good buddy to come douse the fire.

If you're lucky enough, you'll be her handsome and engaging well-paid date. You'll not only be the hero for helping her save face, you'll have a blast! You'll dine, dance and hop club with the lonely but moneyed woman, all the while making her your center of attention. Making sure she has an unforgettable time is your goal.

You have to flip the script for her. In what could be a humiliating circumstance, you need to make her feel special – **like a queen**. After all, she *will* be paying royally for your time! So give the lady precisely what she wants. You only to have eyes for her. Entertain her and deliver the spice and excitement she's missed.

Not every woman who "books a date" with a male escort seeks sex, though. Some women simply want male company to share dinner and an evening out on the town while on a business trip. If the chemistry is right, she may consider "hitting the sheets" with you an added bonus at the end of a particularly good time.

But the reality is this: The majority of the work involves sex. Some estimate that as much of 70% of the industry involves sex. Very often, your clients will be sexy and attractive women who want your sex. No complaints here, right? Just check your local laws and proceed with knowledge and caution.

Let me also make this very clear... While many women who hire male escorts are hotter than July, you won't always be escorting a beauty queen. Your Sugar Mama for a night may be somewhat older. She may even need to put the fork down and hit the gym - a *lot*. If these possibilities frighten you, you may not do well in this line of work. You'll lose money if you're too picky. Trying to hold out for only the Demi Moore look-alikes is a poor business strategy.

So, keep this in mind: **You don't have to marry her.** It'll be over before too long... Then again, she just might have so much money and access to other things you value that you'll start seeing her as marriage material after all.



Confession: I'm ever watching my weight (expand). Luckily, I learn a lot by writing health and nutrition ebooks. This section from a weight-loss ebook featured eye-opening findings about breakfast. I never knew WHY the experts stress eating breakfast until I researched and learned this...

Eat Breakfast



To start losing weight, the first thing you should do each morning is eat a healthy and well-balanced breakfast. If you know anything about health, this should not be news to you. Breakfast is the first meal of the day, it gets your body and mind off to a good start. There should be no excuse for not eating in the morning.

Eating breakfast breaks down the overnight fasting periods and replenishes your supply of energy and glucose. Glucose is your body's energy source and is broken down and absorbed from the carbohydrates you eat. In the morning, after you have gone without food for as long as 12 hours, your glucose levels drop. The body compensates this drop in glucose by releasing stored glucose in the muscle tissue and liver, called glycogen. Once all the energy from the glycogen is used up, the body breaks down fatty acids to produce energy. Without carbohydrates in the morning, fatty acids are only partially oxidized, which can cause reduced energy levels.

After 12 hours of sleep and no food intake, your body is almost in the first stages of starvation. So, skipping breakfast keeps your body in starvation mode, but

eating a good meal gives your metabolism a boost. Simply put, eating a healthy breakfast increases your fat burning ability.

Eating breakfast every morning also sets the tone for your metabolism by putting your body on the correct track to fight calories the moment you start your day. The energy and fuel your body needs to get through the day is regulated from the initial source energy supplied: breakfast!

When I was working five days a week on the road, the thing I struggled with most often was fitting a balanced breakfast into my daily routine. I read a lot on the topic of nutrition and all studies proved the same thing: People who eat breakfast are generally healthier and leaner



than those who don't. That's because breakfast eaters are better able to resist fatty and high calorie foods throughout the day.

A healthy breakfast consists of a variety of foods including complex carbohydrates, protein and fiber. Protein can come from eggs, beans, or soy. Fiber and carbohydrates can be found in whole cereals, grains, or fruits.

With my congested work schedule, my savior turned out to be a fast food court near my job. I began eating breakfast there three times each week. I know that fast food breakfast meals are often much healthier than the later-day burger & fries options. So I gave my metabolism its important jumpstart each day with fast food.



Confession: I know what love's "supposed" to be, but reality and vision don't always sync up. This excerpt is from an ebook about soulmates. I refer to this periodically as a reminder to keep my interactions with my #%*&@ honey positive, supportive, and loving.

Why We Love & Need Love



Fairy tales and literature from Shakespeare to novels with Fabio on the cover would have us believe that true love is as rare and shocking being struck by a bolt of lightning. Love is as complex, all-encompassing, and indefinable as a lightning strike, to be sure.

Love is one of the most confusing and wonderful parts of life. It's the subject of countless sonnets, songs, and soliloquies. And more ink has been spilled on the topic than almost any other.

So what is love – and do we really need it? It's common to hear people say they're happy living alone, being in love with someone is too much trouble. I rather like how this famous philosopher put it:

"To love is to suffer. To avoid suffering one must not love. But then one suffers from not loving. Therefore to love is to suffer, not to love is to suffer. To suffer is to suffer. To be happy is to love. To be happy then is to suffer. But suffering makes one unhappy. Therefore, to be unhappy one must love, or love to suffer, or suffer from too much happiness. I hope you're getting this down."

Woody Allen

Got it? Well, let's discuss a more actionable description of what romantic love is...

The Expression of Love

We don't always express love. You may always *feel* it, but expressing it requires acts – both subtle and overt – that transmit your feelings and lead the other person to be happy. Open up and be more demonstrative if you want the one you desire to stick around.

Love is Intending Happiness

We want to make those we love happy, feel cared for, and fulfilled. We take actions to ensure those conditions in them. Sometimes this means putting your own agenda second. You do so because you feel ecstatic about seeing your loved one shine or excel. If you're getting a lot from a relationship, you simply must give something back – and what you need to give isn't always what you want to let go of.

Love is Accepting

This means you accept the person for who they are. You don't just think they're "okay," you enjoy who they are – quirks and all. In an ideal situation, you have few conditions on your love. If your love is conditional, it ceases as soon as the person steps outside of a narrowly defined set of circumstances. People with lots of complaints in a relationship aren't truly loving. If you have lots of complaints in your relationship, you're dooming it.

Love is Appreciating

One step beyond acceptance is appreciation. This means you enjoy the person and all the physical and character traits that make them unique. You focus on their joy, their insights, their humor, and their companionship. Don't you realize this person is a **gift** that's been placed in your life? Treat this gift shabbily, and it will be taken away in true cause

and effect fashion. The universe will give you just what you're really asking for.

Attention

One of the most common methods of expressing love is to give someone your attention, whether to listen to them, spend time with them, or do something kind or important for them. We touch them through affectionate or sexual means, as well. We can share thoughts and feelings, trade ideas, or even help with a chore.

Aside from all the evidence of love in art and philosophy, psychology has divided love into three components: Intimacy, Commitment, and Passion. Ancient wisdom has even called love a high form of Tolerance – a view that seems to fit all the scholarly criteria.

Certain types of love can involve compatibility, but certainly not all. Many children are not compatible with their parents, but are loved nonetheless.

Romantic love is uncertain when discussing compatibility. You have to think in terms of the relationship and the feelings as a whole – and how you can make each other happy. You can't focus on the most immediate gratification for either party.

Love is a constant process, though. Be with the one you love, share your joy, and encourage his or hers. Always be there for each other. To love is to step totally outside your comfort zone sometimes, just to give the gift of joy to the one you wish to keep close. Fail to be flexible or forget to bite your tongue more times than you currently do, and you will lose the world's most blessed gift: the love of a special someone.



Confession: Here's an excerpt from a book that coaches couples on choosing and successfully starting a home-based business. My guy and I talk a lot about creating a joint business venture. He wants an ebook written and marketed about his expertise. And guess who'll do every bit of the work? Won't be him!

HOME-BASED BUSINESS: TIPS TO GET YOU STARTED

Make a Plan

Start today and make a plan for success. Where do you want to be in 2 years? In 5 years? In 10 years? Talk about your path to success and how to get to where you want to be. Brainstorm your ideas and talk to each other about your ideas and your dreams. Get on the same plan. Many couples don't



make it because they failed to communicate at this crucial step. Always take the time to formulate a plan you both adore.

Take Action

It doesn't matter as much what you do but just the fact that you take steps forward in your plan. You'll never win the race sitting at the starting line! You need to move forward in any way you can – even baby steps. Make your plan work. Position yourselves to succeed. Think ahead of the game so that you have answers to any curve balls life throws at you. Break your plan down into smaller steps. If the step looks too big to tackle break it down further. There is nobody telling you that you have to do

something a certain way. You'll find your own stride if you remember to keep moving forward.

Check with Yourself and Your Spouse

Each decision you make – even the small ones- are actually decisions towards either moving forward or standing still. Before making any decisions ask yourself if the outcome will likely move you closer towards your goal or not. If the answer is that you won't be any closer you need to re-evaluate the response and come up with an alternative that helps keep you focused towards moving forward. Talk things over with your spouse at every opportunity so together you can stay on track.

Stay Motivated

Don't let life beat you back down. If you have a goal you need to keep working towards it. Moving towards your goals may not always be the easy road. Remember that it takes hard work and dedication to reach your dreams but it will be well worth it in the end. Find ways to stay motivated. Make a pact with each other that you will work together towards your goals. If one of you stumbles it's up to the other to help you back up. The key is to stay focused on the ultimate goal and never give up.

Devote Time

Any business takes time. In fact it usually takes more time than we think it will. Be prepared to put in as much time as needed for the business. If you have kids a great time to spend working on the business is in the evenings after the kids are in bed. Set aside time each night to work on the business for an hour or two. You can spend the time doing whatever is needed for the business – ordering items, planning, scheduling, and bookkeeping. The time will be well spent towards keeping your business going.

Learn to Be Decision Makers

Learn what your roles will be in the business and become good decision makers. Not all decisions need to be made quickly yet sometimes they do. Learn which decisions to make now and which to discuss together before making. Typically any decisions that

have to do with spending money should be done together. Determine the approximate dollar amount that each person is able to decide on his or her own. This eliminates any needless resentment or problems.

Always Be a Team

Kids are great at learning the old "divide and conquer" routine. Don't let yourselves be drawn into the same situation with business situations. Agree to disagree and then talk about it. If you disagree about something it's best to take it back for discussion. Then look at the particular situation in a new light. Will the outcome get you closer to your dreams? Consider all the angles before making a decision and remember that it doesn't matter who is right or wrong.

Do What You Do Best

You both bring knowledge and experience to the business. Try to divide the tasks so that you each take on what you know best. If you have had experience in sales you should take on marketing tasks. If you have a background in accounting then you should work with the budget. No matter what the situation you each have strengths and weaknesses that should be used to better the company. What if neither of you have experience in a certain area? Consider taking a class, learning from a mentor or hiring a person who does have the skill set needed.

Start NOW – The single best thing you can do towards making your first million dollars is to start now. Every day that you don't start is another day further from your goals. Begin now and you'll see that you can soon be on your path towards reaching your goals.



Confession: What follows was written as part of an e-course, and it touches on a painful lesson I learned firsthand... I recently stumbled and fell trying to capture an urban exploration shot: My beloved digital camera was **toast**. So here, where we write of the importance of taking a spare camera along on a "trip"? Believe me, this advice is golden. Weird things do happen...

Travel photography sounds like nothing but fun and glamour. All you need is some equipment, an artistic eye and an expense account, right?

But often it means long hours; waking up at the crack of dawn to catch sunrises and morning light; using the limited time you have to work countless hours each day; and lugging heavy equipment. And sometimes, you have to work around tourists who won't get out of your way.



Given all those challenges – and in a city you're only briefly visiting – you can't just be on autopilot. Advanced planning is crucial. You can't just show up and look through your viewfinder to find the people, landmarks, architecture, natural wonders and unique angles that'll help you take interesting shots. You need to study a locale before you photograph it, and use your experience and artistry to consider how you can best represent the image to people who haven't been there.

As you're traveling the world and looking not through your view finder but through your eyes, follow these golden rules of thumb:

- Plan logistics in advance
- Meet and photograph the local people
- Take chances to make exciting compositions
- Overcome language barriers
- Keep you and your equipment safe

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Shooting on vacation requires the same meticulous preparation that goes into planning your entire trip. For example, you have to balance your equipment needs for a variety of locations and conditions, while also keeping your load light. It's great to bring every camera body and lens in your arsenal. But if it prevents you from getting around, you miss seeing things that would have made great pictures.

The best spare is a second camera body identical to your mainstay camera. The further you are from home, the more important having a spares becomes. Many photographers do the majority of their work on three zoom lenses: a 20-35mm, a 28-70mm, and an 80-200mm – all f/2.8s.

A mega zoom lens can be a great convenience on the road, but if you drop or break one, you lose an entire range of coverage. Instead you might consider two lighter zooms – a 24-50mm and a 70-210mm as backups. Then you might try a compact 28-200mm zoom as a one-lens backup.

But perhaps the most important thing you can bring along is local knowledge. That means researching your destination, its culture, and people.

Reading up on the places you'll visit – in guide books, travel magazines, and *National Geographic* – will give you a good sense of what the places look like. Use the Internet to learn about local events – both common and special.

After all, you seldom will be the first person to photograph the Gateway Arch in St. Louis or Times Square in Manhattan. So it's smart to sort of study them in advance, to get ideas about what you'll do to make your shots stand apart.

Even if you don't find a way to take a unique angle on Buckingham Palace, you'll want to have ideas about other locations you can shoot in the vicinity.

And most important: Go with an understanding of the people, where they'll be, and what they'll be doing. Discover in advance the local markets where people shop for brightly colored fruits and exotic local delicacies. If there's a festival that represents the heritage of a country or region, you'll have a great chance to capture the brilliant local garb, dance rituals and customs that help define the place and its people.

Not getting people in photographs is one of the biggest mistakes made by amateur travel photographers. Perhaps it's shyness, or maybe they just don't realize the added attraction of a human being who's smiling or working or taking part in something the intended audience might not know.

There's nothing worse than coming home with nothing but shots of tourists and hotels on your memory card. Once you discover you've taken at so many "pedestrian" shots, you'll be sorry... Your pictures will look like you've been nowhere truly distinctive at all.

So plan ahead, and then open your heart and mind to explore on-site. Doing both will bring fresh dimensions and rare qualities to your work. It'll be crisp and intentional but also unique and memorable.



Confession: I've never performed a striptease. But I have quite the vivid imagination for it. Well, that and I've attended a few male exotic dance events. This is an excerpt from a book for couples on how to resolve P.E. (premature ejaculation). Let me know if it works, k?

Stripping

Stripping is the art of slowly and provocatively removing your clothes to arouse your lover. Prolonging the act of undressing heightens sexual tension, making your partner long to finally see you naked. Teasing is a crucial component of stripping, which is why it's also called "striptease."



Strip dancing for your partner is a powerful titillation tool that adds spice to your love life. Gone are the days when the striptease was something that only women performed. Now days many women attend special "ladies only" events where male exotic dancers give them a seductive show with few holds barred. Most women aren't afraid to show a man who stripteases how sexy they find him. So bring the fun home, men. Unleash your erotic persona for your lady as part of your sexual foreplay act.

The intimacy and freedom that's created when a man or woman strips for their partner provides an excellent foundation for achieving simultaneous orgasm. One needn't be a hunk or beauty queen to effectively strip; this isn't about what you look like as much as it is about how your body moves. What's important is to free your mind and feel sexy. A sense of self-confidence is all the sexiness one truly needs.

Stripping Tips For Men & Women

- ✘ Choose music for your striptease that you as well as your partner enjoy. If you share a favorite song, or one with lyrics that say everything you'd like to convey to your partner, this might be a great one to strip to. Whether it's a fast or slow song is up to you, based on how you choose to pace your dance moves.
- ✘ Rehearse your act alone. Practice your sexy movements in front of a mirror, imagining that your partner is watching. Caress your body a bit as you dance, running your hands across your chest, thighs, and abdomen - any areas that you wish to accentuate for your mate. This is how you'll determine which of your dance moves make you feel sexiest.
- ✘ To heighten the "tease factor," start off wearing various layers of clothing, and take your time slowly removing each piece. You don't want to wind up naked too early in the song(s). Just make sure that you feel sexy in what you're wearing and that it's easy enough to remove. It's best to wear something rather risqué underneath it all.
- ✘ Having a confident personality while stripping is essential. Create an alter ego so that you can totally let go and perform. In this way, stripping is very much like acting. If it helps, give your alter ego an exotic name so you'll feel more comfortable stepping outside the box.
- ✘ Keeping eye contact with your partner while you dance is important. If you look away, look at your own sexy body or your partner's - but not for too long. Raise your eyes again soon to keep locking souls.

These are but a few ideas for making the most of sexual foreplay. Experimentation is the starting point, and thereafter, reapplying what you've learned as part of your unique love ritual together is the key.



Confession: The following bit is from an ebook created for a U.K.-based client, which is why you'll see the British pound symbol. Luckily, he never needs me to change the spelling of certain words to the British form... About all I can ever remember is that words like *organization* in the U.S. are "spelt" *organisation* over there.

MAKE EXTRA INCOME ONLINE



Fascinated by the idea of making money online? Well, check out some of the exciting ways that people are doing it by putting their professional skills and talents to work. With little to no need for an upfront cash investment or computer programming know-how, there's no excuse for not getting started today.

BECOME A FREELANCE PROFESSIONAL: Outsourcing is proof that even big businesses are cutting back on in-house professionals to save money. Offer your professional writing, graphics, web design or other services in a freelance capacity and get paid competitive wages from many employers.

SELL YOUR PHOTOS ON STOCK PHOTOGRAPHY SITES: Ever wonder where magazines get pictures of cute puppies for their pet care articles? Stock photography! If you've got a good eye and a love of photography, you can market your photos on stock photography sites like Fotolia.com, Dreamstime.com, Shutterstock.com and BigStockPhoto.com.

ONLINE LIFE AND BUSINESS COACHING: The new generation of web workers need to meet with their coaches the same way they work: via email, instant messaging and VoIP. Coach people who're starting their own businesses or who want to work through their fears by serving as a sounding board and providing guidance. For inspiration, check out Pamela Slim of Ganas Consulting and the Escape from Cubicle Nation blog.

WORK AS A VIRTUAL ASSISTANT: Home-based business owners desperately need help running their businesses. For many people, virtual assistants are the only viable option. As a virtual assistant, you could earn more than £10 an hour making travel reservations, paying bills or even scheduling dentist appointments, all from your home office.

BLOG IT UP If you can type, you can start a profitable blog. Blogging is like writing your own newspaper, magazine or journal online. At Blogger.com, you can set up a free blog in minutes. You can start making money through a free blog fairly quickly, too. Now, there two main ways to “monetize” your blog:

- ✓ Blogger also has automated the start-up process to earn money from its Google AdSense, a pay-per-click revenue sharing affiliate advertising format. Ads relevant to your content are displayed on your blog, and you earn money every time a reader clicks an ad.
- ✓ Set up various other affiliate programs for even more earning potential. Simply insert affiliate links whenever you write about a product or service (e.g., books you like at Amazon.com). Readers who click earn you money.

1. **GET PAID TO BLOG:** Sites like GigaOM.com know the online writing field is filled with more “quantity than quality,” so they're always seeking bloggers with solid skills to create original, witty and compelling content. Write enough articles well enough and long enough

and you could parlay your best samples into a better paying writing job, online or offline.

2. **WRITE PRODUCT REVIEWS:** Big-time, successful bloggers are looked upon as experts in their field. Vendors clamor for endorsements from these bloggers, knowing that their readers will take their advice. You can get free merchandise, or you can consider work at PayPerPost.com, where a company pays you to create a blog entry about their service or product.
3. **AFFILIATE MARKETING:** Affiliate marketing has withstood the test of time and the burst of the dot-com bubble. It involves using a website or blog to advertise or promote products or services for other businesses. You earn a referral fee when you send paying customers their way. Here's a list of the top 15 most popular affiliate opportunities to get you started:
 - **Adbrite:** Sell ad space on your website or blog.
 - **Amazon Affiliate Program:** Sell Amazon products in your own online store. You make the sale - Amazon handles all the rest!
 - **BidVertiser:** A Pay Per Click advertising program like Google AdSense (below).
 - **Clickbank:** Chose from more than 10,000 electronic information products (ebooks) to advertise.
 - **Chitika:** You select the keywords and relevant products are shown on your website or blog.
 - **Commission Junction:** Join the program for free. Connect with companies who want to display ads on your site.
 - **efoof:** Post original photos, videos and music, and they'll pay you based on the number of visitors you attract.
 - **Google AdSense:** Google displays relevant ads based on your site's content. Get paid when your visitors click on the ads.
 - **H3.com:** You get paid to connect desperate employers with quality job candidates.



Confession: I learned a lot from researching this one. It's from a 150-page ebook on how to start a cleaning business. Not your sexiest topic, but as I look around my office, there's plenty here that could use the attention of a few of these little-known but amazing techniques.

STAIN REMOVAL TRICKS

- Coffee stains should be rinsed with cool water. You can also use a small amount of vinegar or diluted detergent. If all else fails, try hydrogen peroxide.
- Bloodstains should be blotted with cool water, and followed up with a diluted detergent. Other removers include club soda, diluted ammonia, peroxides, rust removers, diluted bleach, and salt water.
- Grease and oil stains should be dabbed with a paper towel, and then with a nail polish remover. Grease also can be absorbed by cornstarch or talcum powder.
- Felt-tip marker stains usually dissolve with an all-purpose cleaner. If that doesn't work, use bleach diluted with water. But be careful not to bleach the fabric.
- Ink pen stains respond well to rubbing alcohol. Or use a mixture of ammonia, detergent, and water.
- Chocolate stains shouldn't be rubbed, but blotted either with water, a diluted detergent, or a tiny amount of ammonia. Laundry pre-wash sprays may also help remove chocolate stains.
- Cosmetic stains are best treated with nail polish remover. Also try rubbing with diluted vinegar or a bar of bath soap.
- Red wine stains should first be soaked with a dry cloth. Next, apply a bit of *white* wine to the stain. You can also apply salt, club soda, or water. If neither works on a rug or carpet, try a deep shampoo or two.
- Water stains are a problem on wood. If it doesn't fade by itself after a few days, try rubbing the stain with a mild abrasive. Also, cheesecloth and a fine steel wool pad may help. For best results, rub *with* the wood grain, not *against* it.



Confession: This excerpt is from a 12-step Recovery Program ebook to cure bad bosses. I've sure had my share of good, bad, and ugly bosses. So when writing this material, I drew from plenty of personal observations and experiences. Share this with anyone you think needs a drink of better bossing Kool-Aid.

Leadership: It's About More Than Managing Well

Treating workers well would seem to be a no-brainer, an easy thing to do. Yet surprisingly, a lot of organizations just don't get it or do it. But studies such as a 2007 Harris Poll have found that treating workers well has an impact on the bottom line.

Along those same lines would be the impact that you as manager have on your company's reputation, if not your own career. If you're unable to create an environment in which you get the very best from your direct reports, your contribution to and growth within a company may have limits.



Your management style and people skills could be sabotaging your future, and you won't know it until it's too late.

Efficient management is crucial to any organization; technical expertise and competence must be pervasive at every level. However in the late seventies, a growing awareness emerged among organizational theorists and management gurus that a key problem in organizations was this: They are often over managed and under led.

An ability to provide or create a vision is the key difference between managing and leading. Managers administer policies, set practices, maintain systems and direct activities. However, leaders inspire and acquire followers with a vision.

Consider the following definitions, which draw clear distinctions between the functions of a leader versus a manager.

- ☑ A manager focuses on systems and structure; a leader inspires trust.
- ☑ A manager administers; a leader innovates.
- ☑ A manager accepts the status quo; a leader challenges it.
- ☑ A manager asks how and when; a leader asks what and why?
- ☑ A manager has a short-range view; a leader has a long-range perspective.
- ☑ A manager initiates; a leader originates.
- ☑ A manager is the classic good soldier; a leader is his or her own person.
- ☑ A manager has an eye always on the bottom line; a leader has an eye on the horizon.
- ☑ A manager does things right; a leader does the right thing.



Confession: I've saved what may be the most helpful section for last. This excerpt from a hypnotherapy ebook is one I've come to use frequently. Prior to researching this technique to write, I only occasionally meditated. So for the assignment, I tried this method of self-hypnosis. It's been beneficial in helping me relax, plan, and focus. I hope you try it. Maybe you'll derive benefits, too.

SELF-HYPNOSIS

*Y*ou can learn to hypnotize yourself and self-suggest commands for whatever areas you wish to improve in or strengthen. The self-induced hypnotic state will never be as deep as when someone else induces your trance. One reason is that with self-hypnosis, you need to remain in enough control to make suggestions to yourself.



Through self-hypnosis, you can be used to reduce anxiety, increase your self-confidence, improve your memory, and even take control of any bad habits. Self-hypnosis also is a strong tool for self-efficacy, allowing you the power to achieve lofty goals whether related to creativity, talent, career, or attitude when facing serious illness.

But first: You must believe that self-hypnosis works. *Belief* is the crucial element in the entire process.

Close Your Eyes... Relax

Plan to spend at least a half hour alone in a private, quite place. Some people prefer to lie down, but you may be more susceptible to falling asleep. Sometimes, it best to sit upright. Whether you sit or lie, do not cross your legs or any part body parts. You may be in this position for a while and could become uncomfortable.

- ➔ Close your eyes and relax as completely as possible without allowing falling asleep. In the beginning, it will be difficult not to think. But chase all distracting thoughts from your mind, ridding yourself of any feelings of stress, anxiety or fear. Instead, focus on relaxing your body. Anticipate only the joy of your lone journey toward peaceful introspection. All the while, you're to breathe deep and methodically so that your heartbeat begins to slow.

Confessions: An Ebook Ghostwriter Spills the Beans About Stuff Learned On the Job

- Now implement the Progressive Relaxation method previously outlined, concentrating on toe-to-head muscle tensing and releasing, one muscle group or body part at a time. Focus on how light each part of the body feels once you release the tightened grip. Continue upward by focusing on your calves, your thighs, hips, stomach and so on, including your neck and face.
- If you still feel tension in any area of your body, go back and give it more attention. Tighten that area a while longer, and then release it all again.
- After completing the Progressive Relaxation exercise, begin to do your deepening. You can deepen relaxation by counting down from 100. Or concentrate on a sensation of slowly sinking downward.

Command Thyself

Central to self-hypnosis is the act of speaking to your subconscious. So at this point, you will begin to mentally address whatever matter(s) you wish to improve upon, reverse, or positively impact.

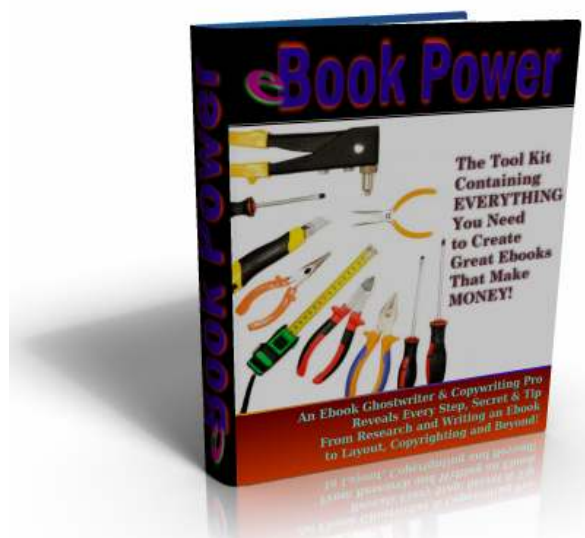
- Be very careful and meticulous with the language you use in your thoughts. Remember: Your subconscious mind doesn't understand accidental negatives and words such as "not." Instead of telling yourself "I don't want to keep smoking" or "I'm not afraid of flying," repeat in your mind these same sentiments this way:
 - ✓ "I am smoke-free" and "I hate the taste of cigarettes" or "Cigarette smoking makes me physically ill." Continue the theme with very specific related statement such as "My teeth are whiter than ever been now that I stopped smoking" or "My lungs are healing, my energy level is at an all-time high."
 - ✓ "A chance to fly means wonderful things. It is evidence of my career success" or "I look forward to flying to my next business trip because I can handle any challenge. Nothing in life defeats or discourages me."
- Repeat these and similar positives statements for as long as you wish. All the while, visualize your goal – feel it, see it, smell it, touch it and experience every single element you can think of about it. Frame in your mind an image of yourself as happy, successful, attractive, stress-free and/or without pain.
- When you're ready to end your session, slowly waken yourself by invoking mental ascent images. Count up from 1 to 10, with each number awakening with a post-hypnotic suggestion that reinforces what you'd focused on.

Once you have ascended, end the session by thinking that you'll open your eyes refreshed and alert. Then open your eyes.

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Isn't learning what others already know great?! And with the increasing popularity of self-publishing ebooks, you too can share your expertise and insights with people around the world on the web. There's an audience out here awaiting your wisdom... and I'll bet you'd be okay making money online, too!

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