



SpeakerNet News

P R E S E N T S

Create an Entire E-published Product Line from a Single E-booklet

A teleseminar with Paulette Ensign


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Paulette Ensign.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Paulette Ensign handout prepared for this program.

SpeakerNet News

1440 Newport Ave. San Jose, CA 95128 408.998.7977
editor@speakernetnews.com • www.speakernetnews.com



Create an Entire E-published Product Line from a Single E-booklet with Paulette Ensign

What you already know and speak about can become an entire saleable product line with little time, money, or effort—based on one manuscript. You may be overwhelmed or hesitant about electronically published products. Or you may be stuck on how best to leverage what you already have. So many choices, so many ideas, so little time, so much confusion.



Leverage a single manuscript to make money with each and every format. Present an entire product line so all items contribute to your bottom line. Get past the challenge of getting started. We'll make this as easy as possible, regardless of your experiences with writing or technology.

This entertaining and information-packed teleseminar is sure to prompt a new way of thinking. Get your juices flowing and actions moving toward successfully creating an entire e-published product line by leveraging a single e-booklet manuscript.

You will learn:

- The easiest starting places for creating an entire e-published product line
- Simple ways to expand into a full range of products
- Audiences who crave what you've got
- How much information to tell—why less is more
- Developing a product line with no cost of goods or inventory
- Tips for selecting one or more topics
- Basic booklet manuscript size and style
- Slicing and dicing the tips
- Beyond the printed word
- Pricing

About Paulette Ensign:

Paulette Ensign has personally sold almost a million copies of her own tips booklet, “110 Ideas for Organizing Your Business Life,” without spending a penny on advertising. She's done this in both electronically and in hard copy, and did it with no formal business training, limited computer experience and enough guts and natural irreverence to figure it all out as she went. With a sense of humor and a “can-do” attitude, Paulette now shares her experiences with clients and audiences worldwide, through her consulting, speaking,

teleclasses, and products.

Paulette made a cross-country move from New York to San Diego, California in 1996, without missing a beat in her business because of the role that booklets play.

www.tipsbooklets.com

SpeakerNet News Teleseminar
“Create an Entire E-published Product Line from a Single E-booklet”
with Paulette Ensign
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert today, Paulette Ensign. Paulette is the booklet queen, having personally sold a million copies of her own tips booklet: *101 Ideas for Organizing Your Business Life Without Spending a Penny on Advertising*. We wanted to tap her brain so we invited her to share with all of us today how we can adapt and expand the printed booklet concept into additional products.

Paulette, thanks for sharing your wisdom with us today. We all appreciate it.

PAULETTE: My pleasure, Rebecca.

REBECCA: We all see some wisdom in having more, or perhaps a first, electronic product. I think we know the basic benefits of having an e-product, but I think you have some benefits to e-products that some of us may not have thought of.

PAULETTE: It's still worth reinforcing what they are. There's no cost involved with creating a product line when you're doing it electronically; it's immediate publication. It's not about waiting for the printer to fit you into the press schedule and it's not about waiting for the graphic designer (although you may decide you want to go that route). You can have something out there immediately. You can become an instant author. Many of the people I'm in touch with don't have a product line at all, so it's a question of beginning a product line or expanding one. Booklets, whether they're electronic or printed, can be used as bonuses and in creating a name for yourself.

REBECCA: Excellent. I know we are going to talk about booklets versus special reports versus super special reports, etc., and I'm curious, though, why choose a tips booklet versus an article or something more narrative?

PAULETTE: Given what I have experienced as well as many of my clients, lots of folks don't have time or the attention span to read, yet they do have the ability to notice one tip, absorb it, and then implement it immediately or look for another tip. So it's easier to do it in small bites than taking on the whole elephant of narrative.

REBECCA: And on the flip side, it's probably easier to produce such products—spit out dozens of ideas versus stringing them all together with segues, etc.

PAULETTE: That's right. As speakers, consultants and coaches, many of us are speaking in sound bites so it's a matter of capturing them and getting them into a Word file and applying a formula I'd like to share today. Without any time at all, you've got a document that really is doing little more than capturing things that are already in your knowledge base.

REBECCA: Without a lot of work, which we all love.

I want to talk about where we begin—figuring out which topic. Even though some of our listeners are single-focus people, some of us have more than one topic. So how do we choose where to begin?

PAULETTE: That's a great question, especially folks who have keynotes or have a variety of topics in which they train with breakout sessions. When I did my own booklet, "110 Ideas for Organizing Your Business Life," that's a topic that would be very understandable to expect some subheadings in there—things like time management, storage, files, paper flow and things like that. What I did, quite