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**Christian Times Online  
Weekly Christian Business Newsletter ©**

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Sunday, June 6, 2010

Greetings!

Welcome To This Week's E-dition!

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In This Week's E-dition - Christian Times

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Marketing Power through Effective eBook Distribution  
Tony Marino  
Executive Publisher

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**Marketing Radio Series - June 2010 - NEW!**

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We had over 807 entries for the contest!

Paul's e-Business was randomly selected by our Computers.

We do it all again this week!

Simply drop by:

<http://www.christiantimesnewsletter.com/contest>

Or, Email us an email at:

<mailto:contest@christiantimesnewsletter.com>

Make sure to include YOUR First and Last Name, the name of your eBusiness, email address, YOUR site's URL and YOUR AD Copy.

You will be instantly entered into this week's drawing.

Drawing Deadline: Thursday 11:59PM PST

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**[ ]> ON THE COVER****PUBLISHER NOTES**

Inner-Circle Insights

Marketing Power through Effective eBook Distribution  
Tony Marino, Executive Publisher

Greetings!

One of the most profitable way to make money online is to offer your own information product, whether in the form of an e-book, email course, online tutorial or information-based Web site. By creating your own information product, you have two primary advantages: no overhead and 100% profit margin.

With all the free ebook compilers, free Web site builders and free autoresponders, it is easier than ever to start producing information products that fill a need - and fill your pocket. However, not everyone can write. That's O.K. There is another option that fills that same void and still offers excellent returns.

Resell Rights Bring In Big Bucks

If you aren't a writer, and have no interest in hiring someone to write a book or course for you, there is always the option of obtaining the resell rights to existing products.

Affiliate programs, multilevel marketing programs and the out-right purchase of resell rights are all ways that allow you to sell information products for a profit. Let me give you a very simple explanation of each.

Most affiliate programs are free to join. You can begin to promote and earn an income immediately with these. You would receive a percentage of the actual selling price, making affiliate programs a viable option for producing money online.

Making arrangements to purchase the outright (and often exclusive) resell rights to a product can be a little more expensive. However, after your initial outlay of cash, you determine the retail price and keep 100% of the profits.

I've Made My Choice - Now How Do I Sell Them?

Once you have decided which option is best for you, the decision of how to market the products comes into play. The answer, when dealing with information products, is to create a Web site.

Because of all the hype and all the scams on the Internet, it is exceptionally important that your site look professional.

The hard, cold fact of online business is that homemade-looking sites just don't sell. If you don't have

the talent to create such a site, you may opt to pay a Web site designer. However, there are programs that offer a free site with your membership. As long as the site is customizable, that option will be your best choice.

Be sure the site has the ability for you to add or edit information.

You will need to have access to the following in order to effectively sell your information products: online payment acceptance, exceptional sales copy and auto responders for following up with your customers.

#### A Checklist For Success

Before you make that big decision, be sure the following are in line:

1. Make a decision on whether to write your own product or sell an existing product.
2. Determine if you want to join an affiliate or network marketing program or buy the resell rights to someone else's product.
3. Choose a program that allows a customizable Web site or hire a designer to create your own.
4. Make arrangements for credit card acceptance, sales copy and auto responders.

Once these things are in place, you have the best combination for selling information products to a huge market of hungry Web surfers.

#### Happy Marketing!

Wishing you great blessings and prosperity always,

Tony

Tony Marino  
Founder/Executive Publisher  
Christian Times Newsletter

Founder, CEO  
Christian Times Online  
<http://www.ChristianTimesNewsletter.com>

#### PS. Marketing Antics Live... Join Us!

I encourage you to check out our new Portland Radio Talk Show (even call in live during the show as the show is an online simulcast, too) and take full advantage of the many complimentary marketing gifts and resources that can be found across the Marketing Antics', Web Platform.

After all, knowledge and inspiration are power!

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## WORK BY FAITH

A Good Title is a Work of Genius  
Yanik Silver

That's what Emanuel Haldeman-Julius said about changing the title of a book to increase sales. And he should know, he's the guy who single-handedly sold more than 100,000,000 "little blue books" during the first part of the 20th century (Yes, I said 100 million copies).

His book entitled "The First Hundred Million" gives a rare glimpse into how to use certain tested title words to increase your sales. In fact, his book is one of the most scientific studies of what a title change can do for your sales.

The most remarkable thing is that Haldeman-Julius simply advertised his books by title alone. There was no selling copy, only the title of the book. That's it.

So before you decide on any haphazard title for your next ebook, manual, ezine article or free report, you might want to take advice from this savvy marketer.

Haldeman-Julius had a policy in his business - if a title didn't sell over 10,000 copies a year it was sent to a place in his office called "The Hospital". Inside the Hospital he went to work coming up with a new title for the poorly selling book and re-releasing it. If the revised title didn't sell, the book went into the 'morgue'.

He tells about a book originally being titled "The Art of Controversy" which never really sold until it was changed to "How to Argue Logically" and then it leapt up to 30,000 copies. The amazing thing is that nothing else was changed inside the book, just the title.

And from this "in the trenches" research, Haldeman-Julius discovered certain title words that could increase the sales of almost any book when applied. For instance the words "The Truth About" increased sales for one book starting its publishing life as "Patent Medicine". This book by Dr. Arthur Cramp only sold 3,000 copies in 1925 but when the title was changed to "The Truth About Patent Medicine" it rose up to a respectable 10,000 copies.

Therefore the words "The Truth About" are magical. Next, he found the words "Life" and "Love" to work well. Followed by the worn, but still very powerful phrase "How To". Books with "How To" in the title were almost always placed at the top of his sales list. Take for example, the title "How to Psycho-Analyze Yourself" sold 43,000 copies while a similar title "Psycho-Analysis Explained" sold 5,000 less copies. And the title "How I Psycho-Analyzed Myself" managed to attract only 13,500 buyers.

What's more, Haldeman-Julius discovered the public was (and still is) clamoring for facts. So the words "The Facts You Should Know" proved a big winner.

So how can you apply this information?

Easy! The way you should use this wisdom from the ages is by applying it to titles, ebooks, ezine articles, free reports and your headlines. For instance, if I was a cosmetic surgeon I'd give out free ebooks like this: "The Facts You Should Know About Liposuction" or "The Truth About Laser Hair Removal" or "How To Erase The Years With Laser Resurfacing". Each of these could almost be a headline by themselves. That's what you want to strive for because that's what people want!

Just 31-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He is the author of several best-selling marketing books and tools including: Instant Sales Letters, 33 Days to Online Profits and his famous Instant Marketing Toolbox. Yanik specializes in creating powerful systems/resources for entrepreneurs to enhance their businesses.

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### **eBUSINESS WOMEN - SPECIAL FEATURE AT "CHRISTIAN TIMES'**

#### **Here's Why (And How To) Stomp Out Any Old Limiting Thoughts!**

**Dr. Jill Ammon-Wexler**

You've heard the expression, "We are what we think." But is this old saying really true in a scientific sense?

Do our thoughts *\*really\** control what we accomplish in life?

I recall a classic study from many years ago.

Picture this --

A teacher comes into a primary-level classroom, and tells her students that a new scientific study proved blue-eyed children are a lot smarter than brown- or green-eyed children.

The results are both immediate and dramatic.

The blue-eyed children immediately began to outperform their brown and green-eyed classmates in all aspects of their studies.

Then two months later the teacher calls a special class-room meeting. She tells the students she'd made a serious mistake. She apologized, and said the scientific study had actually proven that brown- and green-eyed children are the most intelligent. Again the results are dramatic and immediate.

The blue-eyed children lost their edge and began to under-perform. The brown- and green-eyed children's grades, on the other hand, immediately soared to the "superior" range!

What does this prove? Simply this:

- If you *\*believe\** you're smart, you act smart.
- If you *\*believe\** you're creative, you act creative.

- If you *\*believe\** you're a success, you act successful.
- If you *\*believe\** you're excellent at something, you act excellent.

We each live up (or down) to the image we hold of our self.

### **\*\* An Important Insight**

Earl Nightingale, a prominent success philosopher and teacher, spent a good part of his life studying the wisdom contained in the world's philosophical, religious and metaphysical writings.

He reported discovering one common belief:

"We become what we think about."

It seems Nightingale's finding agrees with what the classroom-study proved: If you *\*think\** you're bright and destined for success, guess what? You'll be smart, and you'll do smart things that move you along toward success.

But if you *\*think\** you're dumb and destined to fail -- you'll do dumb things, and ensure you end up failing.

### **\*\* How This Works**

We are really just like those young children in the classroom.

Perhaps you remember something like this: You're 7 years old and want to learn to play ball. But you haven't had any experience catching, throwing or hitting.

So -- you approach some kids playing ball and ask to join. They assign you the position of third baseman.

But by the time the inning is over, you've clearly shown your lack of skill. Then catastrophe strikes when you come up to bat and strike out! That's the end of your "baseball career." You were dubbed a "stupid dummy," and thrown off the "team."

Then suppose you tell your Dad what happened, and he says something like: "I'm not surprised Son, you're really NOT cut out for sports."

### **\*\* The ANTs Have Invaded**

Do you have some particular areas of life in which you seem to have "natural" limitations? If so - take a look inside your mind. You'll find some of image-damaging messages from childhood.

These ANTs (Automatic Negative Thoughts) don't just go away on their own. They sneak around in your subconscious mind twenty-four hours a day sending their messages throughout your mind.

If you even consider engaging in an activity that has ANTs attached to it, a whole army will start to march along your neural networks. Suddenly you'll decide to "just forget it" because "I'm not any good at that anyway."

Sound familiar?

**\*\* How to Stamp Out ANTs**

To claim more of your TRUE potential for personal excellence, you'll have to move those ant hills out of your subconscious mind. The following exercise works especially well for eliminating negative thoughts.

This exercise is intended to be performed in privacy, while facing a mirror. Look straight into your own eyes and repeat an affirmation. Get as much emotional feeling into it as possible.

=> If you want to overcome negative feelings about public speaking, for example, your affirmation might be: "I am an excellent speaker."

=> If you want to stomp out negative feelings about failure, you might say: "I am fearless."

Frequent repetition creates new and stronger neural networks.

PS. Don't be alarmed if you begin to look like a different person in the mirror. This is a very powerful exercise. Done over time, you will begin to get glimpses of a "truer" version of yourself in the mirror.

This can get very exciting!

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**WEEKLY INSPIRATIONAL**

Learning Faith from Doubting Thomas  
Whitney Hopler

Thomas is a late bloomer, I guess. A commercial fisherman, he grew up around the Sea of Galilee. Jesus came to Capernaum, calls him, and he follows. For three years Thomas follows.

Thomas's Pessimism and Courage

But Thomas is a pessimist. Some people rejoice to see a glass half full, but Thomas sees it half empty. Oh, he's full courage, but also possesses a streak of fatalism. Once, when Jesus and his disciples hear about their friend Lazarus's death near Jerusalem, the center of Jesus' opposition, Thomas comments darkly, "Yes, let's go there that we might die with him." His words are almost prophetic.

Soon, his world falls apart. Thomas sees his Master arrested in the Garden of Gethsemane and he flees for his life. On Good Friday he watches at a distance as they spike his Friend to a cross on the Roman killing grounds of Golgotha. As Jesus' life drains away, so does Thomas's hope.

Shock and Disbelief

On Saturday he is in shock. On Sunday he is so disillusioned that he doesn't gather with his fellow disciples for an evening meal. Thomas is dazed, hurt, bitter -- and lashing out. Monday morning, the disciples go looking for Thomas and tell him what has happened in his absence.

"Thomas, we were in that upper room where we'd been meeting. We lock the doors for protection. Yet, all of a sudden, Jesus appears. 'Peace, Shalom,' he says. Then he shows us his hands. There are jagged holes where the nails had been. He pulls back his tunic and shows us where the spear penetrated his chest. But he isn't weak or sick or dying. He is alive, raised from the dead!"

Afraid to Believe

"I don't believe it," barks Thomas. "I don't believe a word of it. You're seeing what you want to see. Jesus is dead. I saw him die, and part of me died with him. But he's dead, and the sooner you accept that fact, the better off you'll be. Give it up!"

Peter pleads with him. "Thomas, I saw him myself, I tell you, and he was as real as you are!"

Thomas is cold, with an edge in his voice that cuts like ice. "Unless I see the nail marks in his hands and put my hand into his side, I will not believe it."

But Thomas's anger cools, and by the next Sunday evening he is eating with his fellow disciples in the same locked room. Suddenly, Jesus stands among them once again and speaks -- "Shalom, peace be with you."

All the blood drains from Thomas' face. Jesus turns to him and speaks plainly, without any hint of rancor or sarcasm, "Put your finger here, see my hands." Jesus holds out his scarred hands for him to examine. Thomas recoils. Not out of fear, really, but from a mixture of amazement and revulsion.

Jesus begins to open his outer garment and says, "Reach out your hand and put it into my side. Stop doubting and believe."

My Lord and My God

Thomas is weeping now and then begins to sob out loud. Jesus reaches out and puts a hand on his shoulder. Then Thomas slips to his knees and says in awe, "My Lord and my God!"

Thomas, "Doubting Thomas," as he is sometimes called, is the first disciple to put into words the truth that Jesus is both Lord and God. "Doubting Thomas" utters the greatest confession of faith recorded anywhere in the Bible.

Jesus replies, "Because you have seen me, you have believed. Blessed are those who have not seen and yet have believed."

Preacher in the East

What happens to him? Doubting Thomas does not stay a doubter. When he sees the risen Jesus, all that Jesus has taught over the years now clicks in, and to his death Thomas is an outspoken advocate for his Lord.

Church tradition tells us that he preaches in ancient Babylon, near the Tigris and Euphrates Rivers, where Iraq is today. He travels to Persia, present-day Iran, and continues to win disciples to the Christian faith.

Then he sails south to Malabar on the west coast of India in 52 AD. He preaches, establishes churches, and wins to Christ high caste Brahmins, as well as others. When the Portuguese land in India in the early 1600s, they find a group of Christians there -- the Mar Thoma Church established through Thomas' preaching a millennium and a half before.

Finally, Thomas travels to the east coast of India, preaching relentlessly. He is killed near Mylapore about 72 AD, near present-day Madras. Tradition tells us that he is thrown into a pit, then pierced through with a spear thrown by a Brahmin.

He who had so fervently proclaimed his unbelief carried the Christian message of love and forgiveness to the ends of the earth in his generation.

#### The Doubter Speaks Today

Thomas would speak to doubters today, to those of us who have seen our hopes and dreams destroyed. Doubting Thomas would tell his story of how Jesus' life had intercepted his own. He would tell us of his fears and his doubts. And then, with a radiant, joyful face, St. Thomas, Apostle to India, would recount his joy at seeing and knowing the risen Jesus himself. "My Lord and my God!" he would say. "My Lord and my God!"

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If you have a special prayer request or message to share with others, please let us know. We also thank you in advance for your prayers for us, too.

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#### eBUSINESS ETHICS

Which of these Mistakes are You Making with Ezine Advertising?

Jason Mann

Ezine advertising has been glorified by experts the world over as the last refuge for the little business to make a buck online. I hate to deliver bad news, and please don't shoot the messenger, but there are some draw backs to ezine advertising.

Let's look at the common mistakes and their solutions.

Mistake #1: Not Tracking ads.

Many business owners have no idea how to track every ad they place. Whether for an affiliate program or their own product, they simply don't know.

Not knowing what ad is working and producing the sale will cost your business thousands of dollars. When you know what ad produces and what ad doesn't you can cut the worst ads and only keep the ad or ads producing for your business.

Solution:

If you have control of the web site and domain name, you can track every ad by creating a special redirect link that is only used in that ad. Or you can add a question mark to the end of the URL and check that on your server logs page.

Mistake #2: Writing me-too ads.

When writing ads you must take your ego, your desire to boast about you and your company, out of the equation. An example of a me-too ad:

"Acme Law Offices have been in business for 20 years. Our staff of lawyers all graduated from Harvard Law School with honors. Call us at 1-800-acme-law today!"

Solution:

Write benefit and results oriented ads.

Example:

"Guaranteed Settlements! Win your settlement guaranteed and save 43% on attorney fees by calling ACME Law Offices at: (blah, blah, blah)"

This ad focuses on the end result, the main benefit. Guaranteed Settlements. Which ad do you think would pull more responses?

Mistake #3: Running Classifieds.

Since they don't cost much, business owners tend to use classifieds to save costs. Classifieds are cheap, \$5-\$20 each and in most cases run faster than solo or top sponsor ads because ezine publisher's run 10-20 per issue.

Solution:

Run Solo or Top sponsor ads. They get more exposure. They are exclusive (solo mailings) or only have 2-3 (sponsor ads) per issue spaced out between the content.

Mistake #4: Going for large subscriber bases.

Large subscriber stats are impressive. 30,000 subscribers is a ton of eye balls and the potential profit return is greatly increased. Completely untrue.

Solution:

While tons of subscribers may seem like the right way to go, before you invest money, check out smaller, highly targeted ezines and test your ads in those. You'll save money and odds are your returns will be greater.

Jason Mann is a profitability consultant who works with small and medium web business to increase their overall profit using easy to deploy, cost effective marketing strategies.

Visit his web site at: <http://www.innersanctumeletter.com> for more helpful information about web marketing. ©Copyright 2010 Jason Mann All Rights Reserved.

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[SPECIAL] - [Publisher Note - Classifieds]

Believe it or not, I read and look at each Sponsor offering. I often find many incredible products and services or my business. As a matter of fact, I make every attempt to buy from our sponsors first.

Remember, when you give first, most people will follow in return. I strongly believe that everyone can benefit from anyone.

Let's continue to focus on teamwork! There is no "I" in "TEAM". Why not make your e-business a win-win endeavor. God knows you have put your heart, soul and money into it!

I wish you ever-continuing success, one day at a time!

All the best,

Tony

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<><><> **This Week's Final Thought** <><><>

Good, better, best - never let it rest - till your good is better - and your better best.

- John Furphy

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I personally thank you for your readership, your time and your devotion to God.

Please remember this...

Stay in God's Word always. Let the Holy Spirit guide you and learn all that God has for you in your life. Be obedient. Be faithful.

BE Patient. Be kind to others.

And, above all else...

"Always seek God first!"

I wish you peace, joy and prosperity always,

Tony

Tony Marino  
Founder/Executive Publisher  
Christian Times Online Newsletter  
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