

## In This Issue

- Welcome ...
- Revised version of "Create An eBook In 5 Days ..."
- "The Action Generator" for \$1
- How to test your article headlines, book titles, report headings, blog post titles.

eBiz EYE is a publication of  
[WWW.NewTimesHomeBiz.com](http://WWW.NewTimesHomeBiz.com)



## Where has that time gone?

### Welcome again ...

I was just thinking a few days ago how many days I have left for the rest of my life. I'm not maudlin about this, it's just that I have so much I want to do and I want to do it before my twilight years come - hopefully in around 11,000 days. Ah, that makes me feel a little better. 11,000 days (assuming good health and barring no accidents).

Do you ever think about your remaining time on this planet? Seize the day! Make every one of them the best that you can.

In this issue, I have several interesting ideas for you. Let's get going ...

## Revised version of "Create An eBook In 5 Days..."

One of my early aims for 2013 was to revise and update the report that you received when you subscribed to New Times Home Biz.

Almost without fail, whenever I go back over a report or eBook that I'd written some time earlier, I find little things that need changing, small tweaks that can be added.

But I also find that I can improve the product.

When I reviewed "Create An eBook In 5 Days ..." - the free report that you received when you subscribed - I realised that if I was offering a way to create an eBook or report in 5 days, then surely I should have included a PLAN how to achieve it.

The last chapter now gives you that plan, and I apologise for not including it in the first instance.

## Share eBiz EYE

Do you know someone who would like to receive eBiz EYE? Send them to [this page](#). And many thanks if you do.

If you received this Digest from someone else, you're invited to [sign Up here](#)

## Related Blog Posts

[The lowdown on Keywords](#)

[Getting the edge with Author Rank](#)

## Did You Know ...

You can earn money by becoming an affiliate of any of the products in the NTHB Store. Payout is 60%. It's very easy to join.

[Map Your Goals Guide](#)

[Home Business In New Times](#)

[Write To Prosper](#)

[The Home Biz Package](#)

[Clarity Maps](#)

## Revised version of "Create An eBook In 5 Days..."

So, here's what has changed.

- Larger font for easier reading, and also for printing 2 sheets to a page to save paper and ink.
- Added a few more ideas (e.g. evergreen niches to explore)
- Made minor alterations to parts of the content
- Added a new chapter "The 5 Days Plan", and information about Google Authorship and Author Rank.
- Created an e-cover to enhance its professional look.

I hope that the free report now achieves what its title states.

[Download it here](#) ...

Let me know what you think by going to the Blog post under [Information Product Creation](#) at New Times Home Biz. Make a comment.

It would be greatly appreciated if you could "Plus" it, "Like" it, and "Share" it.

PS - This eBook will be in the Kindle Store very soon, with a few extras.

## "The Action Generator" for a steal!

Would you like to get "The Action Generator" software for \$0?

If you don't know what this software is, then [go to this page for a description](#).

It's a great tool that can really help you in many ways. Use it daily for great results.

So, why is it \$0 and not \$37?

Here's the deal ...

I'm doing a small test on a very simple system that I've put together to expand the NTHB community.

I'm running a "challenge" for my subscribers - that's you - to think about. It's not a contest, but a way of reaching out to more people. I'm limiting this challenge to just 20 in the NTHB community so that I can manage results easily.

If you can get 10 people to subscribe to eBiz EYE at New Times Home Biz, and send their email addresses to me for cross-matching, I'll send "The Action Generator" to you.

How do you get 10 people to sign up?

Send the following link to friends, acquaintances, anyone who you think might benefit from being a part of New Times Home Biz.

<http://newtimeshomebiz.com/about/eBizEYE.html>

Request that they sign up on the Subscriber form. It requires a tiny bit of work on your part. All you need to do is get your list of 10 to reply to you that they have subscribed.

Send your results by email to me at [desbiztalk@gmail.com](mailto:desbiztalk@gmail.com) or use my Contact form at New Times Home Biz.

The challenge will run for 2 weeks and ends on March 8.

By the way - think about how you could use a similar approach to build your client base in your niche.

If you have any questions, just shoot me an email.

PS Even if you manage less than 10 names within the two weeks period, let me know and I'll send a surprise to you (valued at \$27).

## How to test your headers, titles, and content

We know that having a super duper headline, book title, ad title, landing page headers and so on, will sell more of your product or service. That's a fact of advertising and marketing.

For several months now I've been testing a very interesting tool that assigns values to headings, titles, and content to optimise their marketing effect. Wherever text is used, then this tool does a comparison between a very large number of configurations. There are more than 200,000 terms in the database.

At first I was cautious, and a bit skeptical. How could a tool analyse text and groups of words to optimize their impact and achieve best returns?

It can be used in articles, ads, emails, eBook titles and sub-titles, reports, landing pages, press releases, instruction manuals, voiced scripts ... anywhere you can imagine.

Here's an example. Recently I created a product to put into the Kindle marketplace. It was on setting goals (a different product to my [Map Your Goals Guide](#)) and I wanted a title that would get the best outcomes. Here's what the tool produced.

bullet points of goal-setting - ( 312 )

the bullet points of goal-setting - ( 301 )

quick bites of goal-setting - ( 259 )

Goal-setting advantage - ( 229 )

Goal-setting edge - ( 218 )

easy bites of goal-setting - ( 209 )

Get the edge on goal-setting - ( 205 )

## How to test your headers, titles, and content

I have many examples like this. Notice the iterations using different words around a main keyword. Look at the scale from bottom to top. A huge difference just by changing a few words.

The title "Bullet points of goal-setting" ranked the highest, and so that's the one I chose.

I'm still testing the tool, and I'll let you know more about it in a future Digest.

It will certainly help with getting the best titles for your eBooks and reports.

## Until next time ...

All the best ... make good decisions.

Des

Break free - Trust yourself - Write To Prosper

You'll Never Know Until You Have A Go!

Tell your friends about NTHB, send them to ...

[www.NewTimesHomeBiz.com](http://www.NewTimesHomeBiz.com)

### NOTE

This newsletter is provided as a FREE service to subscribers of NTHB. However there may be links to other products for which I might be compensated if you click on them and make a purchase. This is called affiliate income, and there would be no additional cost to you. Please do your own due diligence before buying any product online. Bu also see affiliate income as another way of making some money for yourself. Want to know more --> [CLICK HERE](#)