



Passive is as Passive Does

"Oh, you actually want to buy my booklet? Gee, are you sure? Let me see what I can do for you. Yeah, I'll get back to you."

Seems like a strange series of comments, don't you think? I'm not making them up. It's amazing to hear variations of those responses. It's particularly astounding when some of the same people started their booklet journey devoting lots of time asking how much money they can make from their venture.

If you think the above description doesn't apply to you, stay tuned. You will probably be surprised.

The first scenario is that you labor to write the booklet, have it professionally edited, get it professional designed, and enter it for sale at the tipsbooklets.com [ebooklet catalog](#) End of story. You sit passively waiting for orders to come and commissions to be paid.

Then something happens. Someone purchases a single downloadable version of your booklet, likes it, and wants to get hundreds or thousands of printed copies. You are unprepared with price quotes and estimated delivery time. The client gets frustrated and potentially goes away, or stays and is overwhelmed by your business practices. How much money did you say you wanted to make on your booklet way back when? You never identified printers because of your wait-and-see attitude. A potential recurring order of thousands of copies evaporates before your eyes. Sad but true. Such a simple fix to avoid an unnecessary disaster. Find three printers today. Ask for price estimates on various quantities, and about their typical delivery time. How easy is that?



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