

eBook **MARKETING** **EXPOSED**



How to Write, Price & Market
Your E-Books For Profits!

HOW TO WRITE, PRICE & MARKET
YOUR E-BOOKS FOR PROFITS!

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E-Books – Profit-Pulling Powerhouses

E-Books are part of the new frontier of cyberspace. They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your E-Book to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes E-Books so important and so unique.

- **E-Books have certain abilities and qualities that other mediums do not possess.** For example, E-Books are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.
- Additionally, **E-Books are easily and rapidly distributed online.** They are also easily updated; they do not require a second print run. All you need is to go into your original creation and modify the text or graphics. Because of this flexibility, E-Books can change and grow as fast as you can type.
- **E-Books are also immediately obtainable.** You don't have to go to a bookstore or search through endless titles at an online bookstore. All you have to do is download it from a website, and presto! It's on your computer, ready to be read.
- **E-Books are interactive.** This is one of the most unique and specific qualities that E-Books offer. You can add surveys that need to be filled out, order forms for customers to purchase your products or goods, sound and video that draw your reader into the virtual world of your E-Book, even direct links to relevant sites that will expand your E-Book outward. The potential is virtually limitless.
- **E-Books have a particular kind of permanence that other mediums do not possess.** Television shows and radio shows air once, and then may rerun a few times. E-Books remain on your computer for as