

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Quick Tips on How to Create, Distribute, and Profit

By Angela Wu

10 Quick Tips on How to Create, Distribute, and Profit by Angela Wu

Free eBooks are a powerful viral marketing tool that can literally provide you with an entire network of people who promote your business, absolutely free. Here are a few quick tips on how to benefit from your free eBook ...

This is the most basic tip, but it's vitally important. A simple "click" of the mouse is all it takes for someone to delete your eBook. Don't offer a simple sales pitch; provide your reader with valuable information. This will both capture his interest and build your credibility. He'll be more inclined to view your other products if he likes what he sees -- and even better, he may refer other business to you.

2. Use What's Already Available.

Creating an eBook doesn't have to be a long, painful process. For example, you could put together a related group of articles and simply add a few comments or an introduction. Or if you get a lot of questions about a particular topic, pick some of them and put together an eBook that offers the answers to these questions.

eBooks are usually either in 'EXE' format or 'PDF' format. There are advantages and disadvantages to both formats, but regardless of what you choose, create a layout that's clean, attractive, and easy to navigate. Offer links to the major sections of your book and to places on the web where the reader can find more information. Use graphics sparingly,

though; the more graphics you use, the larger the file size (and thus the longer it will take to download).

4. Provide Links Back to Your Site and Products.

For example, you can:

= Put your website URL and logo on the cover page.

= Embed affiliate links within the context of your articles, where appropriate.

= Write up a dedicated sales page at the end of your eBook to promote a related product.

= Refer to your own products and how it can help the reader. Keep it brief and use it only where appropriate; you don't want your eBook to sound like a sales pitch.

5. Encourage Your Reader to Pass It On.

Make it clear that your reader is welcome to distribute the eBook, so long as nothing is changed. He can put it on his own website as a nice gift to his visitors, or offer it as a bonus when people subscribe to his newsletter. The more places your eBook appears, the more free exposure you get.

6. Offer Co-Branding or Re-Branding.

To encourage other webmasters to distribute your eBook to their guests, you can offer to 'brand' the book with their URL and logo. Some eBook compilers include this as one of their features. One of them is the Activ E-Book Compiler, a solid affordable option available at <http://buildyourhomebiz.com/ebookcompiler.html> .

7. Promote, Promote, Promote.

There are plenty of ways to promote your eBook. These include:

= Promoting it in your email (or message board) sig file.

= Posting to appropriate 'announcement' groups or lists.

= Creating a special page just for the eBook and submit that page to the search engines.

= Offer the book to your list of business contacts and let them know that they're welcome to distribute it to their own guests.

There are many other ways to distribute your eBook; be creative!

8. Consider Selling Advertising.

If you have a heavily trafficked site and the stats to prove it, you may be able to sell advertising within your eBook. Naturally you won't want too many ads ... but a banner at the top and bottom of each page is fairly common.

You can also choose to use that space for your own ads ... or offer them to select webmasters in exchange for some additional promotion.

9. Build Your File of Testimonials.

Chances are, if people love your eBook you'll start to receive unsolicited testimonials. Ask the person for permission to use his or her testimonial within your marketing materials. It will show that you have a lot of happy customers – and help to persuade visitors to make a purchase.

10. Consider Using an Autoresponder for Follow-Up.

You may want to offer your free eBook in exchange for an email address. This gives you the opportunity to repeatedly market to the reader. Instead of giving him a free eBook and then never contacting him again, you 'grab' him while his interest is at a peak and continue to offer more free information through your follow-up autoresponder. At the end of your message, encourage the reader to take a look at what else you have to offer.

Angela Wu is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. Visit her online today at <http://onlinebusinessbasics.com/article.html>

Five Innovative Ways To Get The Word Out About Your Web Site

By Catherine Franz

Five Innovative Ways To Get The Word Out About Your Web Site by Catherine Franz

Finding innovative and unique ways to distribute your information about your product or service is key to success on the Internet. Here are five ways to help you increase your success.

1. Directory Linking

Create separate directories for each topic on your web site. No more than 25 — the major search engines will bounce you out, or black list you, if more than 25 on any one page. A few years back the search engines didn't make this distinction, however, now they do.

Always request that your web site be listed on other people's web site. All they can do is say no. However, they might say yes. Design an template e-mail for this request. You can do so in a "signature" as well in Outlook.

Have a few different sizes of directly linking paragraphs available for quick submits.

2. Bonus Advertising or Exchange

Do you have a product or service that doesn't sell well?

Let others add it to their offers as a bonus. Offer it as a freebie for someone else's product or service.

Create a template e-mail that others can use to cut and paste into their e-mail or broadcast system to send out to their subscribers. Goal — make it as easy as possible on the receiver to propel the information to their lists.

3. Trade Autoresponder Space With Other Businesses

Find others who send out information with autoresponders. Exchange ad space. You will want to keep the product or service exchange to noncompetitive or complimentary to your product.

You can agree to exchange top or bottom or middle space.

Let's say you send out articles via autoresponders. Add their ad in between the article.

If you are an affiliate, add a sales pitch and link into the various articles. Keep the number down to one or two ads per article. That is if you want people to keep requesting more articles.

4. Voice Mail Tip Line (This is my favorite!)

Start a free quick tip line. Offer a daily, weekly, or monthly tip on your services or products through your telephone voice mail system.

Some people change their message daily as to their availability. If daily, create enough for five days a week for three months. That is a total of 60 quick tips. After the three months, start the segment all over again.

Add an ad for an upcoming event or the next place you are speaking.

Quick tips are best though. People will leave more messages and you will not feel guilty about letting the phone call go to voice mail.

Exchange articles or other content with other web sites. Who are your gatekeepers for your business? Find their web sites, exchange articles.

You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.

If you know of their service or product personally, write a two–liner testimonial.

Catherine Franz, a Certified Professional Coach, specializes in infoproduct development. Newsletters and additional articles available: <http://www.abundancecenter.com/blog>:
<http://abundance.blogs.com/inthelight>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!