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

5 Advantages of Creating E-books

By Wayne Perkins

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Here are 5 quick advantages for creating e-books or your information products and selling them on the Internet.

1. You Become an Instant Expert in Your Field.

Within just a few minutes of exposure on-line, people that have never heard of you will consider you "the expert" on a particular subject.

Since you can edit and change your information on the fly, the information you offer can be the most relevant to your industry. This will propel you ahead of your peers selling print books.

2. No inventory costs.

The moment you create your first e-book, you have "Billions-In Print." (Hey, that may make a great title for a press release!)

3. No Competition.

Your book may be sold as a single copy or your digital file may fit in as a premium for your largest competitor. Your competitors become your business partners, and you both benefit.

4. No Special Software is Needed.

You can fill your e-books with sound, graphics and videos, or your e-book can be a simple text file, delivered by e-mail.

5 Advantages of Creating E-books

My most profitable e-book is a text based class on "Stage Hypnotist Training" which is delivered by autoresponders. (E-mail on demand)

5. Pricing Freedom

You can sell your work at any price. You may begin by pricing a short e-book at ten dollars and then offering re-print and distribution rights for a few hundred or even thousands of dollars.

You may also sell reprint and distribution rights to associations. (This is another way of offering premiums to associations with no additional cost to you)

Summary:

If you want to become an instant expert in your field, then create your e-book.

If you want to publish your thoughts with no additional inventory concerns, then create your e-book.

If you want to sell a simple product that may have no competition and ask any price you wish, then create an e-book.

Creating your e-book may be just what you want to begin today!

Wayne Perkins is the best selling author of "A Cheap and Easy Guide to Self-publishing E-books" and offers special telephone consulting on "How to Sell Your First E-book in only 2 Hours." Wayne can be reached at:<http://www.wayneperkins.net/ebooks/write.html> Phone: 602-647-4280

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

By Shery Ma Belle Arrieta

Today, free e-books are a dime a dozen.

Too many people are creating free e-books that tell you the same thing. Worse, most of them are trying to sell you something or are just trying to make you click on their affiliate links so they can make money off you.

Most free e-books contain articles you've seen dozens of times on other web sites or on popular article announcement lists.

5 Advantages of Creating E-books

And unless an e-book has something very unique and valuable to offer, it will be no different from the thousands of free e-books already available for download.

In a way, the novelty of free e-books has worn off.

More than year ago, I was creating one free e-book after another. They were great giveaways and they did drive traffic to my sites.

But that was a time when free e-books were not yet heavily used as viral marketing tools.

Sure, there were already hundreds of free e-books in circulation back then. However, take a look at the many e-zines and web sites today. What's the most common thing they offer?

A free e-book.

Creating and offering free e-books is now too common.

Many will still continue to create free e-books, but most of these e-books won't have an edge anymore.

So, while everyone else is creating free e-books left and right, take a different approach.

Create a free e-mail workshop, and let it distinguish your

business, e-zine or web site from the rest.

What's an e-mail workshop? It's a type of e-learning method. Instead of encompassing a wide area of study or learning, it is focused on a specific skill, and is aimed for a specific group of people.

Consider the advantages of creating an e-mail workshop instead of an e-book to promote yourself, your business, your e-zine or your site:

- You don't need an e-book compiler in order to share information or knowledge with others.
- You don't need to buy the expensive Adobe Acrobat program

5 Advantages of Creating E-books

to create e-mail workshops.

- Your target audience won't need to have certain programs installed in their computers before they can read your e-book (e.g. Acrobat Reader, MS Reader, IE 4.0 or higher for browser-dependent e-books). Present your information in e-mail workshop format – best if in plain text – and you're guaranteed they'd be able to read it straight from their e-mail clients.
- You don't need to set aside precious megabytes on your site to store your e-book.
- You don't need to worry about the amount of bandwidth that will be used up each time someone downloads your free e-book from your site.
- With an e-mail workshop, you'll be able to really track the people who took it. What does it matter if your tracker says 1,000 people downloaded your free e-book but you don't have a way to contact them? (And you won't ever know if they took up one of your paid offers in the future.) You only have numbers with free e-books. But what you really need are concrete leads – e-mail addresses – so you can spend most of your marketing efforts on people who are in your niche.

Create a free e-mail workshop instead of a free e-book and you'll have something people will refer back to again and again. They'll only need to open their e-mail clients and click on your message.

And this is why you're better off creating a free e-mail workshop than a free e-book!

Shery is the author of "How to Create and Profit from Your Own E-mail Workshops in 3 Day or Less!" It's the ONLY e-book that spills *everything* you need to know about creating and profiting from just one e-mail workshop -- painlessly and quickly! Visit <http://EmailWorkshopsHowTo.com> today for more information!

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Libraries Check Out E-books

Free Audio Books - What Is The Best Method?

Audio Books - 10 Frequently Asked Questions - Part 2

Advantages Of Learning Through Audio Books

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How To Win The War Of Internet Marketing
147 Killer Epublishing Strategies
Copywriting Crash Course
The Public Domain Reports



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