

Are You Ready For The Publishing Revolution?

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**Are You Ready For The Publishing Revolution?**

**By John Colanzi**

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Writing has traditionally been considered a solitary craft. You wrote your article or book in seclusion. You submitted it to an editor or publisher and prayed it would be published.

Along comes the Internet and the monsters out of the cage. You now have the ability to self publish your work. You can throw up a Blog, hook up to an RSS feed and syndicate your writing.

You can form online communities with other writers. Readers can give immediate feedback on your work. You can promote your work in the virtual book stores such as Amazon.

The Internet has become a writer's paradise.

With the advent of the Internet, you no longer are limited as a writer,. With a little research you can become a writer/publisher. Think of the possibilities.

Every word you write can travel the globe in the blink of an eye.

Why would you want to be a publisher?

\* You can make money before your book is even written.

Before the Internet, writers had to find ways to support themselves while working on their novels or stories. Now if you've got a book that will take any length of time to complete, you can still make money by joining affiliate programs for books by other authors.

\* You can start an online newsletter.

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What an advantage you have over writers of the past. With your newsletter, your readers get to know you and your work. You have a waiting audience for the day your book is released.

\* You can start your own Blog.

You can plug your Blog into an RSS feed and your work can be accessed on the entire network.

\* You can start your own affiliate program.

Sites such as Clickbank take the hassle out of having an affiliate program. They process the orders and pay commissions to your affiliates. It's a turnkey system for under \$50. Your affiliates are an army of salesmen ready to promote your work around the globe. They can reach more markets than you could on your own. It's leverage in action.

\* You can build a theme oriented site drawing readers and writers from around the world. It's like

having your own Disneyland for writers.

\* You can set up your own autoresponder course geared to your market. Educating and selling on autopilot.

\* You can create free ebooks. Take a few of your chapters and create the book as a preview. You're giving readers enough information to decide whether they want to buy your book.

You can also add links to your website, Blog and other books in the free book. .

\* You can write for the online newsletters in your target market.

As an ezine writer there are times I've had an article circulated to millions of readers in a single week.

\* You can allow webmasters to host your articles on their site.

Imagine thousands of websites promoting your work.

Think it can't happen. Think again.

Without even realizing it was happening, my articles are published on 4000 websites at any given time. Most of those articles are there for the duration.

Imagine what you could accomplish if you put some effort into self promotion.

I've just scratched the surface of the possibilities.

The difference between being a writer or a writer/publisher is just a shift in mindset. If you're willing to get out of your comfort zone, the skies the limit.

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There's a cartoon that illustrates the mindset of a winner.

There's a little boy throwing the football with his father. His father looks at him and says, "Son, with a little practice, you can be making the big money they're paying professional football players."

The little boy smiles and looks at his father and says, "Dad, I don't want to be a football player. I want to be the man who can afford to pay all those salaries."

>From the mouth of babes.

It's in your hands. Do you want to stay in your comfort zone and limit your possibilities, or do you want to expand your thinking and build a publishing empire?

In the immortal words of Shakespeare,

"Why, then the world's mine oyster, Which I with sword will open."

Is the world your oyster? If not maybe it's time you expanded your thinking.

Wishing You Success,

John Colanzi

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John has been writing on the Internet for 5 years and has a special gift for you. Sign up for your complementary e–Course "How To Build Your Business With Free Advertising." Visit:

### **Benefits of E–Publishing**

**By Pawan Bangar,Birbals,India**

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#### **E–PUBLISHING BENEFITS WRITERS AND ARTISTS**

Just like all other aspects of life, the digital revolution has taken on the world of publishing also. With digital publishing coming to the fore, the publishing world has undergone several fundamental changes. Earlier, publishing was strictly related to paper. However, now paperless publishing or electronic publishing is gaining more prominence. Electronic publishing or e–publishing in which books, journals and magazine are being produced and stored electronically rather than in print. These publications have all qualities of the normal publishing like the use of colours, graphics, and images and are much convenient also. Electronic publishing empowers all writers in way that no technology has ever done before. Whatever you write—– fiction, poetry, news, how–to books or business

## Are You Ready For The Publishing Revolution?

documents— there are exciting things happening that will directly effect how you write and distribute work.

The digital revolution has not just benefit writers alone, but has also revolutionized the works of the artists, photographers, and other creative person. There are already hundreds of thousands of books and journals published in the digital format and their number is rising every day. People are looking at electronic publishing optimistically as it is going to play a pivotal role in the modern world of e-commerce. Electronic publications may be produced in a variety of formats, including online, on the disk or CD-ROM, as a file that can be downloaded or transmitted via e-mail or as a file that that can be downloaded to a hand-held electronic reader or a similar device. Many e-publishers offer books in several of these formats. E-publishers produce and distribute new books, which are appearing for the first time and many only appear in electronic formats (though some may also be produced in a "books on demand" format as well).

Thus, e-publishing does not include the following type of electronic books production: providing electronic text versions of previously published works (such as classic literature, non-copyrighted material, or works that have entered the public domain), either online or on CD-ROM, offering on an electronic version of a book that is simultaneously being produced on print. In this case, the book would be considered a print publication, and the electronic edition would be considered a subsidiary form of publication. Electronic publishing is relatively a new concept, but offer a lot of opportunity to creative person, both for self-employment and regular jobs. The best part of this career is that since, every-thing has to be done on compute; those telecommuting can also pursue this career. These are many publishers, sites, and news wires, who want people to work from their home. The demand for such person in electronic publishing is more in B2V (business to business) portals where there are good revenues also.

As per a report, online services are worth \$ 1053 million of the \$ 8.1 billion business-to-business sector total and continue to expand. Therefore there lie many opportunities in a new media career within the business-to-business arena with tremendous opportunities for growth. Moreover since the revenues from internet advertising are also on rise especially in the B2b sector, self employment in electronic publishing may also prove beneficial. According to the US bureau of labour statistics'

occupational outlook hand-book employment of desktop/ electronic publishing specialist is expected to grow average". In fact, the outlook lists desktop publishing specialist as one of the 10 fastest growing occupations in the nation, with a 73 percent increase in the number of positions expected between 1998 to 2008.

Contrary to other popular career for pursuing career in electronic publishing, you do not need any special degree or certificate as this career is absolutely based on a person's own capabilities. But, degree or diploma in journalism or creative writing or a degree or diploma in web publishing can offer a decent platform to launch career in electronic publishing. However, if you wish to have that cutting edge in this career there are several courses available abroad both full-time and through distance learning for pursuing a career in electronic publishing.

There are many courses available on this fast track career, which can offer good opportunities in the

## Are You Ready For The Publishing Revolution?

field of electronic publishing. However for existing professionals in the field of electronic publishing, the career opportunities are even brighter as you can do a lot of work on freelance basic. There are many portals, which invite people to write the reviews of the services and product and mostly the professionals in electronic publishing deal with this job. Further, since conventional publishing involves a lot of money and also infrastructure, thus the professionals in this field would find electronic publishing an exciting opportunity to become publisher themselves as it neither does not involve big costs nor does it require huge infrastructure. Furthermore, there is a death of such professionals in the field of news wires and other online electronic publications all over the world. This concept is fast becoming popular in India also as a lots of online publications are coming in and thus day is not far when this career will also become a prominent career for professionals as will as other creative persons.

Pawan Bangar, Technical Director ,Birnals,India

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