

Avoid Ebook Flops! 3 Tips To Determine Profit Potential!

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!

Avoid Ebook Flops! 3 Tips To Determine Profit Potential!

By Jen Blackert

I recently spoke with a financial advisor who is writing her first e-book on financial planning for second-time marriages. At first, I thought, "What a great niche for success!" They are so specific that if a user enters those keywords then they might just buy the e-book. Then I had a feeling I better check nichebot.com...

After a quick search on

www.NicheBot.com

, I found that only 20 searches in the last year have been

made with the keywords, "financial planning for marriage". EEK. So they are so specific, that no one is searching for those keywords.

Does this mean there isn't a market for the kind of book? No. It only means that no one is using this keyword search and it might be a little harder to sell this type of e-book.

So, how do you sell this e-book?

While Google's adWords may not be the best option for getting regular sales, you may be able to start an affiliate program and market the e-book through online relationships, person-to-person networks, articles and tips for your customer base.

Does this sound like hard work to you?

Well, I believe if you set an intention then door will easily open up. It may take some initially inspired action, but it also may make you THE EXPERT in your industry and bring you phenomenal success. It may set you apart from others. And if you are lucky, you may even be able to up sell a second updated version or another topic focused ebook.

Avoid Ebook Flops! 3 Tips To Determine Profit Potential!

As an Attraction Marketing Coach, I would have you answer these questions before you decide to move forward with your e-book idea:

1. Are you truly interested in this topic? If you are not passionate about the topic and you just expect money to come rolling in, stop now. You can't just put an e-book online and expect buyers to find you.
2. Do you have the time and energy to put forth to get the word out about your self-published e-book? This may include magazine articles and speaking engagements related to your e-book's topic.
3. Are you willing to network? This may include blog posts, emails and phone calls. You might want to have your own blog or podcasts to promote your e-book and your business. Blogging and podcasting will bring more visitors to your site over time. They may even be craving the information in your e-book.

Before you spend hours and hours creating an e-book, please take a moment and do your homework. You will want to have realistic expectations before you begin. The path to the end of the rainbow may be difficult unless you plan first.

Jen Blackert, Attraction Marketing Coach, is a results-driven marketing strategist that teaches

entrepreneurs how to attract all the clients they need. Her methods are based on the universal laws of attraction. Visit her website at

<http://www.jenblackert.com>

and her law of attraction group coaching

Ebook Review: How to Write and Publish Your Own eBook in as little as 7 days

By Andy George

Jim Edwards and Joe Vitale who are both well known in the Internet online industry wrote this eBook. The 2004 version of this book is 206 pages long though it should be mentioned that less than 100 pages are concentrated on the theme of the eBook whereas the rest of the eBook involves interviews with various successful eBook authors (in the eyes of Edwards and Vitale) and bonus reports.

I believe that Edwards and Vitale were wrong to follow this approach since when one tries to overkill with respect to information, the result is opposite to the one intended since the reader may be confused even more and in my opinion the eBook would have been more effective if it was shorter and did not include the interviews with these authors whose approaches were different. Perhaps Vitale and Edwards should have sold the interviews by the eBook experts as a separate eBook.

The 7-day eBook was written in an unorthodox style in that it was written in a "chatty" style rather than in a formal manner. To be fair to the authors this did help in maintaining the interest of the reader.

Avoid Ebook Flops! 3 Tips To Determine Profit Potential!

The content of the eBook contained some very useful aspects such as: Distinguishing between a successful and failure formula for an eBook. Tips for selecting a topic for an eBook How to write the eBook in 7 days - though I think this target may be ambitious in practice the methodology mentioned by the authors is worth considering. Various tips on how to publish the eBook.

The price of the eBook is in my opinion reasonable value considering the money that can be saved by reading this eBook and the valuable links that can be obtained from the eBook. But I felt at times that the authors over elaborated and could have been more concise in their writing.

Overall I believe that a purchase of the eBook for a price under \$30 is worth buying despite its limitations.

Andy George is a qualified chartered accountant who was born in Birmingham, England and who has had many years' experience in public practice, industry, and commerce and as a lecturer. Since 1991 he has been based in the island of Cyprus. Andy was a financial correspondent for eight years at the Cyprus Financial Mirror where he wrote articles on business and accounting related issues to a non-technical audience.

<http://www.budgetebook.com>

<http://www.cbmall.com/?storefront=akgeorge>

akgeorge@cytanet.com.cy

Ebook Review: How to Write and Publish Your Own eBook in as little as 7 days
Experts Question Flip-Flops In The Workplace And Their Effect On Our Feet.
The Advantages Of Being An e-Book Writer Or Publisher
How eBooks Can Be Very Valuable
2 KILLER eBOOK MARKETING TACTICS!

Understanding Incontinence
How to keep up the SPICE in your Love Life.
How To FINALLY Stop Smoking...Once and For All!
Control your Headache!
14 Profitable eBooks



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!