

Create a Free e-Book of Your Web Site in 30 Minutes or Less!

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By Roger Staubus CPA

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Did you know that you could create a free e-book of your web site in 30 minutes or less. I didn't know this until I was experimenting with producing a Word document that I would save as a HTML file for reference purposes.

I have a new web site, Web Marketing Library, where I have links for free articles on the Web about web marketing. For years, I have read the free articles by the experts that I considered worth reading, but I would usually have to stumble upon them.

Then I got the idea to use Google to search for "web marketing articles" and 3,600 entries came up. There are plenty of articles available, but no one seems to have pulled them together in an easy to access link library, and classified the articles by topic. I have 260 articles on my site at this time. Here is my step by step approach.

·Opened Microsoft Word and copied and pasted the links into a Word file that I would save as a HTML file. Then I made a few minor changes for format and theme. I saved my file as an index.html file.

·A separate folder needed to be set up for my files I would use for my free e-book.

·Next, using my Easy E-book Creator (I had created several e-books earlier), I imported my index.html file from my new folder and compiled my e-book and sent my completed e-book to the same folder with my Word HTML file.

·Next, I uploaded my e-book .exe file to the Web Marketing Library web site.

·The file uploaded was an .exe file and I can give out the URL for downloading purposes.

·It will make a good promotion tool to achieve exposure for my new web site.

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- Also, I will submit it to two sites that list free e-books for anyone who wishes to download them.
- Also, I will update my new free e-book every two months, since I expect my site to have over a 1,000 links eventually, even though it only has 260 now.
- The articles are written by well known marketers on the Web so the content quality is good, and many, many people are interested in marketing on the Internet.
- This approach assumes that your site have good quality content that enough people are interested in to desire to obtain a free e-book.
- The e-book is 15 pages long when printed out, but the wealth of web marketing information these pages represent is in the hundreds of pages.

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Roger Staubus CPA, Author of "Platinum Tax Benefits" for Small Business Owners.
Web Marketing Library, <http://www.webmarketinglibrary.com> , and can be emailed at
roger@webmarketinglibrary.com.
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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.

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.

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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 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.

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- 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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10 Profitable Ways To Recycle Your Content

"10 Ways Writing Articles Can Improve Your Business"

How To Boost Your Affiliate Sales With Press Releases

5 Lesser-Known Online Business Ideas

JavaScript Magic

How To Find A Topic For Your Ebook

Pay Per Text Marketing

Ebook Authors Interviewed

Dream Psychology

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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!