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E-Book Review: "Ebook Farming"

By Merle

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If the name "Boogie Jack" sounds like the monster that hid under your bed as a child, you obviously haven't been on the Internet for any length of time. Boogie Jack's real name is Dennis Gaskill, and he's a well known online figure who has written volumes on HTML and publishes a very entertaining ezine. He makes his living totally online, hence he knows what he's talking about. His website, <http://www.BoogieJack.com>, is loaded with helpful resources for webmasters; over 500 pages worth. And he recently wrote a book to teach web design that is being used by over 100 colleges – such as Penn State, Kansas State, and The Art Institute of Los Angeles – to colleges as far away as Zimbabwe, Africa.

Dennis' latest release is an ebook entitled "eBook Farming: How to Grow Money Selling Your Words and Ideas." I recently got my hands on a copy of the book to review and was thoroughly impressed with what I read.

A lot of online ebooks are full of fluff and not worth the digital space they take up, but that's definitely not the case here. Dennis spent over 300 hours doing the research for the book, which consists of over 200 pages that will teach you the ins and outs of publishing your own ebook

and how to market it.

The book contains over 22 chapters covering everything from how to find a topic, pricing factors, ebook compilers, writing tips, developing a website for your ebook, and how to get your ebook reviewed to how to take payments without a merchant account, starting your own affiliate program and more.

I actually printed out the book so I could thoroughly absorb its content at my leisure (not easy on my printer cartridge, but worth every drop of ink I used).

Dennis' online success began a few years ago when he was laid off from his day job, which allowed him to funnel his love of the Internet from a part-time business into a full time enterprise. He also fancies himself a bit of a philosopher and the final chapter of the book is like a mini course in

motivation. He calls this his "success philosophy." He's actually very good at giving this advice. If you subscribe to his ezine, which I highly recommend, he shares many of these philosophical gems in each publication.

Information products are hot sellers online and marketing your own product in the form of an ebook is a great way to control your own destiny and the amount of money you can earn on the web. If you've been thinking of writing your own ebook, I highly recommend you purchase this one as a reference guide.

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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.

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.

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E-Book Review: "Ebook Farming"

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