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**Ebooks for Profit and Publicity**

**By Cameron Gikandi**

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How would you like to find a great and easy way to get a lot of free publicity for your online business and also get a second stream of income?

Whether you wish to cost-effectively promote your current business or web site, or you wish to get a new significant income stream, publishing yourself is an excellent idea that deserves your serious consideration. Why? Because book publishing is a \$25 billion industry in the U.S. alone, it touches millions of lives, it is very viral, it powers the information economy, it feeds the need to know things (a need that people will always have), and you can get into it right now very easily both for profit and promotional purposes. It is an industry that is growing tremendously as people feel the need to know more and more. The publishing industry is almost five times larger than Hollywood's movie industry. You can get in on it right now, in a few minutes, and start using it to cost-effectively promote your business or have a new income stream.

Anyone can be an author, especially when it comes to nonfiction books and ebooks. Everybody has at least one book in them. You are a unique person, and that makes you possess a unique collection of knowledge, experiences and perspectives that thousands of people out there would wish to hear about. Perhaps you know how to make great candles at home. Or you may know how to market certain products well. Or you may be a great listener. Or you may have some great skills when it comes to looking after pets. Perhaps you know how to save and invest money very well. Or you notice that your friends love to listen to you when you talk sports because of all that you know. These and many other skills are in high demand and desired by certain people all over the world. You do have a book inside you. Everyone does. And with today's electronic publishing and marketing options, you can produce it for almost no money and market it for very little and still profit very well.

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- Book clubs
- Corporations
- Book clubs
- Associations and foundations
- Retail outlets
- Specialty shops
- Direct mail
- Catalogs
- Libraries
- In cross-promotions
- In the incentives marketplace

Packaged together with complimentary products  
And dozens of other places!

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David Cameron Gikandi CEO ImagesOfOne.com and author of Over 135 Proven Ways to Dramatically and Successfully Sell Your Books and eBooks Online and Offline. <http://www.ImagesOfOne.com>.

### **3 Reasons to Tap into the Power of Publicity**

#### **By Jenna-Lyn Rounsaville Roman**

Publicity is obtaining editorial coverage or features for your business. Publicity is getting your business reported as news. Examples of publicity are newspaper and magazine articles, radio and television interviews and Internet forums and much more. These are just a few reasons you should consider letting your business tap into the power of publicity.

1. Effective - Publicity has been proven to be 10 times more effective than traditional advertising. Your customers believe what they read in the newspaper or watch on the TV news because humans by nature believe what is reported to them as news.

2. Affordable - Obtaining publicity can cost as little as \$0 dollars. Business owners can substitute a little time and imagination for money or hire publicity professionals, many of which have very affordable rates when compared to advertising.

3. 3rd Party Credibility - Having reporters write about your business in a news format gives your business 3rd party credibility that's extremely valuable. Anyone can sing their own business' praises,

but getting respected people in the media to do it provides a type of credibility that ads and money just can't buy.

There are numerous other reasons to use publicity. Next time you are looking for a new way to get the word out about your business, consider tapping into the power of publicity.

Jenna Roman co-owns and operates JR Publicity, an Englewood, NJ-based public relations and marketing company with her husband, Josh Roman. For additional information, visit

3 Reasons to Tap into the Power of Publicity  
3 Quick Tips To Getting More Profit From Your Articles  
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14 Profitable eBooks  
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