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Marketing Your Books Can Be Fun And Profit Making

By Jim Green

Marketing your writing output can be fun, exciting, creative and profitable.

It can also prove very frustrating and expensive if you do not know how to evaluate cost effective methods of viral marketing – offline and online.

Over the years people have come to know me for my ability to develop low cost and no cost strategies for marketing and promoting a business, product or service; strategies that have realized handsome returns over the years.

Here is a recent example of what I mean...

Just as I was checking the proofs for my next book "How to Earn Money in Retirement" I received a telephone call from a leading London PR consultancy inviting me to address 500 newly-retired couples at a seminar to be held in Essex, England, on Thursday 24 November; all potential customers of their client the world wide builder Bryant Homes.

The invitation came my way because the first book in this series "Your Retirement Masterplan" is a runaway bestseller (No.2 on Amazon.com out of 3157 competitive titles) and also because one of the partners in the consultancy chanced to hear me speak in a recent BBC radio interview.

So what do I get out of this unique marketing opportunity?

1. The client buys 500 copies of "Your Retirement Masterplan"
2. I earn 10 percent in royalties from this bulk book purchase
3. I get to sign 500 copies individually
4. I get the opportunity to pass around my business cards
5. I get to address the retirees in a 20-minute talk on the third age adventure

6. I get the opportunity to promote my next book
7. I get 500 potential new customers for my future books
8. I get an all-expenses paid trip to the venue
9. I get a substantial appearance fee
10. I get exposure from local television covering the seminar

This is the quintessence of viral marketing and not only does it cost me nothing, I also make a profit out of the deal.

Put on your thinking cap and come up with examples of similar ways you could market your produce for free and make money at the same time.

If you would like to learn more about creative writing and promotion, visit the website featured in the resource box below where you review the entire range of my online activities.

Jim Green is an online entrepreneur and established author with an ever-growing string of niche bestselling non-fiction titles to his credit.

<http://how-to-products-xl.com>

How eBooks Can Be Very Valuable

By Andy George

EBooks have a number of benefits over the traditional book. These include the following: Cheaper to create Quicker to create Easier to target a wide market High profit potential More versatile than traditional books

Lets look at each of these points in turn:

Cheaper to create:

The eBook can be created on a shoestring budget since it is possible for its publishing and marketing costs to be minimal. On the other hand the traditional book has a higher cost structure. This means the author will have to overcome a tough sales target before they even consider making a profit on the book.

The costs the author will incur if he follows a traditional book format include: Publishing costs The profit margin that the bookstores will want to sell the book Distribution costs Marketing costs including advertising costs

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Quicker to create

The eBook could be written and published in as little as 7 days. For other potential authors who work at a slower pace, the whole process of writing and publishing a book could be done within a month.

On the other hand for a traditional book the time span between starting a book and writing it could take around 18 months. By that time the information contained in the book could be out of date especially if the book is technology or research related.

Easier to target a wide market

With eBooks the sky the limit! The eBook may be sold on the Internet to anyone who has a credit card and an Internet connection in any place in the world. Since an author can control the topics of their book, they can decide whom to market to.

However with a traditional book it may be difficult to expand to new markets since it will involve further significant costs on distribution and marketing.

High profit potential

EBooks can be produced on a shoestring budget but since customers may believe they offer value for money, the author may charge more for them than expected. It is not impossible for almost everything grossed from an eBook being profit.

On the other hand traditional books have high production and marketing costs and this means the author (unless they are very popular) will have great difficulty in recovering these costs and making a profit.

More versatile than traditional books

EBooks could be used for a number of purposes. The most common method is for the sale of the eBook. However an eBook could be used as a free gift to customers to entice them to buy a product from you. It can also be transformed into audiocassettes or digital products.

To conclude eBooks are a very valuable tool that could be used as a profit centre, as a publishing tool or as a marketing tool. It has many advantages over the traditional book.

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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. He is the author of eBooks: How to write and Publish Your Own With a Shoestring Budget

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