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Online Book Publishing: Digital Fulfillment Delivers

By Shaun Fawcett

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This is another in my series of articles that explain the Online Publishing Model and how small-time authors and/or self-publishers can use the OPM as a more lucrative alternative to the often archaic and dysfunctional traditional book publishing model. In short, using the OPM you'll make more book sales and you'll net more profits, faster.

Typically, you will create your book/ebook in a source word processing program such as MS-Word or WordPerfect. Once you have converted it into PDF format you'll be ready to start selling it via the three primary channels that make up the Online Publishing Model: 1. Sales-Mini-Sites, 2. Digital Download Distributors, 3. Print-On-Demand (POD) Distributors.

This article explains Channel 2, Digital Download Distribution.

Discovering exactly how the digital fulfillment channel works was a major breakthrough for me. That discovery alone has resulted in many thousands of dollars in ebook sales that I otherwise wouldn't have made. Really!

Based on my experience, the use of this one online distribution channel is guaranteed to add thousands of dollars annually to your bottom line sales! That's right — if you harness the digital fulfillment channel of the OPM you'll sell hundreds more ebooks than you would just selling them from your Web sites.

DIGITAL FULFILLMENT: DEFINITION

It's important that you understand exactly what I'm talking about when I use the term "digital fulfillment", as opposed to print-on-demand (POD) fulfillment.

Digital fulfillment refers to when your ebook is delivered to the buyer strictly in electronic form as a "digital download" product. Essentially, it's the same as when your ebook gets downloaded from your Web site, except that, the digital fulfillment is provided by a digital download distribution company

through their distribution network.

A typical example of digital fulfillment in action would be when you provide your ebook electronic files (PDF) to a company that distributes digital download ebooks to amazon.com, for example. Amazon.com would then offer your ebook to its customers as a digital download product.

IMPORTANT: When I talk about "digital fulfillment" here, I am NOT talking about delivering a downloadable ebook to your buyers from your own "sales-mini-site". I'm referring to when one uses third party vendors and/or distributors to deliver a digital version of one's book through their own channels.

THE SECRET OF DIGITAL FULFILLMENT

As I stated in the other parts of this series on the OPM, I have spent the past few years immersing myself in learning about the tools and techniques of successful Internet marketing to help me sell more

of my ebooks/books.

In the process, I have purchased scores of "must have" books from many heavy-hitter big-name Internet marketers. But NEVER have I read anything about the digital fulfillment strategy in ANY of those many books/ebooks from the gurus!

In fact, I basically stumbled across this largely unknown money-making publishing secret by accident when I asked a major book selling company if it would be possible to sell my ebooks through their Web sites in addition to my own.

They promptly answered that "yes", there is indeed a way to do that' by using a digital fulfillment company. Although I didn't fully realize it at the time, that was a breakthrough moment for me!

Typically, a digital fulfillment company maintains large digital libraries of books and ebooks. They deliver those products electronically "on demand" as digital download e-books in response to orders from publishers, distributors, booksellers, and libraries.

Bottom Line: The major digital fulfillment companies offer a vast distribution network, folks. Exploiting this channel means much more than just getting your ebook and/or book listed on amazon.com. It means getting your title in front of the vast majority of all ebook wholesalers and retailers!

WHY DIGITAL FULFILLMENT, WHEN YOU ALREADY HAVE A WEB SITE?

That's a good logical question, and you may be surprised by the answer.

I have found that there is minimal cross-over between the people that buy ebooks at my Web sites and those who buy them through sites like amazon.com, and others. That's right.

In fact, out of thousands of sales through both channels I have received only one e-mail that indicated a buyer had seen my ebooks at both places.

Another proof of this is that, although I use the same list price for my ebooks on my Web sites and at amazon.com, that company quite often chooses to offer a 30% discount, which actually makes it a much better deal to buy the ebook at their Web site.

In spite of this, sales at my Web sites remain strong. In fact I continue to sell more ebooks from my Web sites. So, it's pretty clear that people aren't doing cross-comparisons of prices.

They appear to be two mutually exclusive groups of shoppers!

(However, I should add that people who buy the ebook at my Web site also receive a number of bonuses that don't come with the ebook when sold through a distributor).

The key point here being -- if I didn't offer my ebooks online through amazon.com and other digital download distributors, I would probably not make over 95% of those sales through my other distribution channels (i.e. my Web sites). Lucky for me, I now know about this little secret!

DIGITAL FULFILLMENT – EASY TO SET-UP

If you're careful, and plan ahead when you create the original version of your ebook that people will purchase and download from your Web site, you'll also be able to provide the same efiles to your

digital fulfillment distributor with few changes, if any.

Typically, it will take only 10 to 15 days from the time you submit your efiles until you will start seeing your ebook show up on book retailer Web sites as digital downloads.

This channel works folks! In fact, just this afternoon I checked my account and found that over 30 copies of my Recommendation Letter Kit ebook have sold so far this month, and this is one of the slower months for that product!

I've also sold more than 25 paperback versions (POD) of that same book this month through the same digital distributor, but I'll get into the POD model in the next part of this series.

The really exciting thing about these digital download sales is, as I explained above, they are IN ADDITION to any sales that you will make via your Web site. It's almost like "found money".

That's what makes using the Online Publishing Model so exciting; it gives you three equally productive selling channels for your books and/or ebooks.

Shaun Fawcett is the author of numerous "how-to" books on everyday practical writing help. He also writes about how to create and publish books and ebooks. His popular book that explains how to implement the Online Publishing Model can be found at:

<http://InstantBookWritingKit.com>

Online Book Publishing: Print–On–Demand Will Double Your Sales

By Shaun Fawcett

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This article explains Channel 3, Print–On–Demand (POD) distribution.

I have to tell you that I was already pretty darn excited when I found out about Channel 2 of the OPM, the digital fulfillment channel. However, when I found out about how I could ALSO take advantage of Channel 3, the print–on–demand channel I was ecstatic!

POD FULFILLMENT: DEFINITION

It's important that you understand exactly what I'm talking about when I use the term "POD fulfillment", as opposed to "digital fulfillment" which I explained in another article that I have written about the OPM.

Print–on–demand (POD) fulfillment refers to when your book is delivered to the customer strictly in printed paper form as a standard book. With POD, when a single order (or low volume order) for your book is placed, just that small quantity is printed, bound, and drop–shipped directly to the customer by your POD fulfillment company. Hence the term, print–on–demand, or POD as it is widely referred to..

A typical example of POD fulfillment in action would be when you provide your POD electronic files to a digital fulfillment company that distributes POD books to booksellers like amazon.com and Barnes&Noble.com, for example. Such booksellers would then offer your paperback POD book to those of its customers who prefer a standard printed version of your book.

POD FULFILLMENT: A REAL–LIFE EXAMPLE

For a real–life example of this, take a look at my Instant Recommendation Letter Kit book which is listed at amazon.com. To do this, go to the amazon.com Web site.

Do a "book search" on the phrase "recommendation letter". Instant Recommendation Letter Kit will show up in the first few search results (usually number one or two). Click on the title to the right of the cover and it will take you to the details page. Look immediately below the cover and you will see the heading "Other Editions". The link there will say "paperback" or "digital download", depending on which version you are currently looking at.

The point here is that, via amazon.com customers can ALSO order the paperback version of that book if they prefer it to the digital version.

Once the customer places their order online, the amazon.com electronic ordering system immediately sends an electronic order to my POD distribution company which instantly begins their internal print-on-demand process to produce ONE single copy of my paperback version for direct drop-shipping to the paying customer's address.

This sure beats paying to print and store into inventory, 1,000 or 2,000 copies, or more, up-front doesn't it!

WHY CHOOSE POD FULFILLMENT?

As explained above, when people order a print-on-demand book they get a real hard copy paperback book that they can hold in their hands.

But why choose to produce a POD version when you already offer an ebook version? This is a good and logical question.

The main answer is this: an ebook is NOT a perfect substitute for a printed book.

This becomes particularly clear when marketing the two products through an online bookseller like amazon.com. It turns out that even when amazon offers a 30% discount on the digital download ebook version, about 50% of buyers of the exact same title still choose the more expensive POD paperback version.

So, not only are these people willing to pay more, but they are also willing to wait anywhere from 5 to 7 days for the POD book to be drop-shipped to them.

These are the traditional book buying people. They want a conventional paper book that they can hold in their hands. They want to be able to turn the pages. Many of these buyers don't really understand what an ebook or digital download is all about.

And, even if they do understand the "e" part of ebook they don't want to have anything to do with something that sounds so "techie".

Clearly, if you do not provide a conventional paperback book option via POD for these traditional book buyers you will be leaving that money on the table. Those people will NOT buy your digital download products.

PODS LOOK AND FEEL LIKE REAL BOOKS

So, what does a POD book look like you might ask?

The quality of my POD books when printed is very acceptable. The full-color glossy cover is printed on

standard cover stock and the book is perfect bound. The interior is comprised of standard 8 1/2" x 11" paper stock, printed both sides. It's like an excellent quality Xerox job between professionally designed full-color glossy covers. So, people who order them get a paperback of equivalent quality as to what one would normally find on the shelves at a bookstore.

That's just the format I use for my "how-to" books. You can also have PODs produced in all kinds of sizes, shapes and bindings, including hard cover books!

BOTTOM LINE

If you want to sell books to the traditional book buying public you have to give them what they want – a printed book. Print-on-demand (POD) is a technology that lets you do just that -- one copy at a time.

The really exciting thing about these POD sales is, as I explained above, they are IN ADDITION to any sales that you will make via Web site or digital fulfillment channels. It really is like "found money".

That's what makes using the Online Publishing Model so exciting; it gives you three equally productive selling channels for your books and/or ebooks.

Shaun Fawcett is the author of numerous 'how-to' books on everyday practical writing help. He also writes about how to create and publish books and ebooks. His popular book that explains how to implement the Online Publishing Model can be found at:

<http://InstantBookWritingKit.com>



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