

PROMOTE YOUR E-BUSINESS WITH AN E-BOOK

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Impair Healthy Healing In People Over The Age Of 30!

PROMOTE YOUR E-BUSINESS WITH AN E-BOOK

By Polly Hummingbird

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Most online businesses are looking for ways to promote their products or services using the resources that are available on the Internet.

One of the resources that can be used as a way to promote the products or services of a business are 'ebooks'.

A product information package can easily be put into an ebook in an attractive and appealing way. Then this ebook can be offered as a free promotion.

Put your ebook in .pdf format. This is the most popular type of ebook there is available, and Internet users are used to downloading them.

Design your promotional ebook to be both dynamic and functional. Provide exact ways for placing an order for your products or services.

Ebooks are easy to revise, so you can always include "Special Offers".

Consider including a colorful brochure or an electronic business card. This is a chance to show off your products in a visible way. Include photographs or images too.

Because an ebook is read offline, at leisure, it can have more detailed sales information than website copy.

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Avoid too much hype in your information because it undermines the intelligence of your potential customers. It can also make your product or service appear to be a scam, where there is nothing actually being offered. Be professional and practical for the best results.

Ebooks are paperless, and are therefore good for the environment. This issue is becoming more important as people become aware of the need to care for our planet resources. Recently, banks have introduced paperless bank statements, as a way of assisting in

saving trees and paper.

Be sure to keep the ebook to less than 20 pages long.

The next step is to create a small ad for your ebook. This is a vital part of the promotion, since it must invite a person to initiate a download. Again, if your ad appears to be hokey, it will not be effective for gaining the right kind of attention.

Try to include the number of pages in your ad, since people might be reluctant to download a large promotional ebook.

Example of a promotional ebook ad:

FREE 8-page ebook! "Products of ABC Online"
Download Today (<http://...>)

Once you have your ebook set up, you can place your ebook ad in many places:

- > small pop-up on your homepage
- > top of your newsletter
- > email signature
- > resource box at the end of an article
- > as a gift to tell-a-friend users
- > in the content of your webpages
- > on other sites
- > ebook directories

EBOOK RESOURCES

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<http://www.planetebook.com>
<http://www.ebookmall.com>
<http://www.free-ebooks.net>
<http://www.ebooksnbytes.com>
<http://www.abode.com/epaper/ebooks.main.html>
<http://www.thefreadnetwork.com/covers/index.html>

M.P. HummingbirdAuthor. Researcher. Designer.<http://humming.biz.gq.nu/home.html>Email Polly at:
<mailto:polly@humming.biz.gq.nu>FREE 10 Tips For Running A Super
Business<mailto:autoreply5@sendfree.com>

Time Wasters and Energy Suckers

By Dianne Salmon

Stop wasting your time and having your energy sucked dry! What do I mean by this statement? You're all over the internet trying to find out where to promote that new business you entered into, or trying to promote your own business. You've been told by so called experts to promote your new business to free classified ad sites or FFA pages.

They even told you that you will get a ton of traffic to your new site. And you will have 100's or even 1000's in your downline if you advertise your business this way. "Keep at it," they say, and within a couple of weeks you will see exponential results.

So you follow their advice. Night after night you come home from work and advertise your business to free classified ads and FFA pages. You just know that sooner or later your efforts will pay off.

And then reality hits like a ton of bricks! You've been advertising your business for two months now. To your dismay you find that you don't even have one lead or one referral.

What you might have though if you upgraded to the PRO version of the FFA submission is a credit card bill. The bill can be anywhere from \$20.00 to \$40.00 US dollars.

What you definitely do have is your email client filled with tons of counter ads. So what's the best way to advertise your new business?

Submit articles to ezines and promote your business with the help of others. This is the most cost effective way to promote your business. All it costs you is the time to write your article, and you don't receive a ton of counter ads in your inbox.

If you like this article and know of someone who may benefit from it, please feel free to forward it to them.

Dianne Salmon is the author of Time Wasters and Energy Suckers, and is the owner of

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Dianne offers free tips advice and information on starting, growing, and expanding your internet business. Subscribe to the Choice Resources newsletter by sending an email to "mailto:Dianne@choiceresources.com"

Time Wasters and Energy Suckers
4 Questions to Answer Before Contacting a Book Agent
Promote Your Books Through Flyers
Price your eBook to Sell Well
Sick of the Traditional Publishing Path?

The Great Big Book of Internet Marketing
Ebook Authors Interviewed
The Gurubuster Doubler
Pay Per Text Marketing
Profitable Crafts Vol 2



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