

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Sell More Books With an E-mail Newsletter**

**By Alexandria K. Brown**

**Sell More Books With an E-mail Newsletter by Alexandria K. Brown**

If you're selling your book online, you're practically

guaranteed to increase sales by publishing an e-mail newsletter, or "e-zine."

Why? Well, for a start, it's a super way to give readers a taste of your expertise and style along with samples of your content. This ensures they'll come to be familiar with you, trust you, and hopefully buy your book when they're ready for more information.

Also, it's a great way to \*capture prospects\* who aren't ready to buy your book when they visit your site, but are still interested in the info you have to share.

Based on my own experiences in marketing my manual, "Boost Business With Your Own E-zine," here are 7 ways to help increase book sales using an e-mail newsletter.

1. First thing: Encourage e-zine SIGNUPS on your Web site where you promote your book.

Before you even begin publishing, start collecting e-mail addresses. Place a signup form in many places on your site to invite visitors to subscribe to your free e-zine. This way, if a visitor isn't interested in buying your book today, she can sign up for your

free e-zine. Now you haven't lost her, and she'll learn even \*more\* about your book from being a subscriber.

E-zine publishers also report GREAT signup results using pop-up and pop-under boxes at their Web sites.

Examples: On my main site, <http://www.ezinequeen.com/>, I feature a signup form on EVERY page, as well as a pop-up box. On my book sales site, <http://www.boostbizezine.com/>, I have a pop-under box that appears once you close the main window.

Remember: NEVER sign anyone up without her permission!

2. Feature EXCERPTS and/or TIPS from your book in your e-zine.

These can be either direct excerpts or short tips that summarize some of your content. Go through your book and highlight individual tips or small sections that could stand well on their own. Just don't give away the whole store! For example, giving your readers a whole chapter of your book in each issue is going overboard.

Besides lifting material directly from your book, try some other spins on your topic such as a list of top 10 tips, a how-to article, a list of resources, or a review of a trend in the industry.

Example: One of my clients, a life coach, has a hard-cover book out right now that features 101 tips on how to attract what you want in life. Each issue of her weekly e-zine features one of those tips, along with a brief explanation of how to implement it.

3. Directly after your article, give a quick PROMO BLURB that shamelessly plugs your book.

Why right after the article and before anything else? If someone reads your article and says to themselves, "Gee, that was great information," they'll

be ready to hear what else you have to share on that subject. Really pump it up and have a good time with it.

Example: "Did you like today's article? If you did, you'll LOVE my new e-book, 'Double Your Business in Six Months.' It's jammed with more than 257 great ideas to help you grow your business FAST. Satisfaction guaranteed or your money back. Order now at [Web address here] and you can begin using my best tips within minutes."

4. In each issue, offer a TESTIMONIAL from one of your book purchasers.

Let your readers know that many other people just like them ARE buying your book and LOVE it. Idea: Create a

small section in your e-zine for this purpose. In each issue, feature a short testimonial from one of your readers here.

Example: "What 'Beauty Blastoff' Readers Are Saying: 'I can't tell you how much your book has helped me improve my appearance. Thanks to your tips, I've lost 20 pounds, cleared up my skin, and rid of all my unwanted hair. Now my rich ex-husband even wants me back. You're a saint!' -- Suzy Smitten, Los Angeles, Calif.

5. Offer your readers a SPECIAL DISCOUNT for a limited time.

Make your readers feel special by offering them a special discount on your book when you can. For best response rates, make it a limited time offer to lend a sense of urgency. I did this with my manual when it first came out and got great results.

Example: "For Subscribers Only: Buy my book before midnight this Friday and receive a 20% discount!"

If you can't give your subscribers a discount, offer something else to make them feel special, such as a bonus report or free phone consultation with their

purchase.

6. Mention your book in as many other places as possible in your e-zine.

Bottom line: The more you mention your book, the higher your chances they'll buy. While your opportunities are endless, here are a few ideas to start with:

– in your masthead (This is where you give the reader info about your publication – usually at the very top.)

– in your editor's or publisher's note (This is where you give a personal note to your readers.)

– in your article (If you mention a certain point that you cover wonderfully in your book, say so!)

7. To attract even more prospects, advertise your e-zine in your everyday e-mail SIGNATURE FILE.

You know what a signature (or "sig") file is, right? It's that little blurb with contact info that you can automatically insert at the end of every e-mail you send. Besides your obvious contact information, give a quick plug for your book AND e-zine.

Why? Well, if you just advertise your book, some people will read your sig file and think, "That's cool, but I don't want to buy anything right now." BUT if you advertise your FREE e-zine, they'll likely take advantage of your offer. THEN you've got them on your list.

Example: Here's what I have at the END of my sig file, after my contact information: "BOOST BUSINESS by publishing your own e-mail newsletter! Learn how now -- sign up for FREE how-to tips at <http://www.ezinequeen.com/>"

Alexandria K. Brown, "The E-zine Queen," is author of the award-winning manual, "Boost Business With Your Own E-zine." To learn more about her book and sign up for more FREE tips like these, visit her site at <http://www.ezinequeen.com/>

## **WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK**

**By Shery Ma Belle Arrieta**

Today, free e-books are a dime a dozen.

Too many people are creating free e-books that tell you the same thing. Worse, most of them are trying to sell you something or are just trying to make you click on their affiliate links so they can make money off you.

Most free e-books contain articles you've seen dozens of times on other web sites or on popular article announcement lists.

And unless an e-book has something very unique and valuable to offer, it will be no different from the thousands of free e-books already available for download.

In a way, the novelty of free e-books has worn off.

More than year ago, I was creating one free e-book after another. They were great giveaways and they did drive traffic to my sites.

But that was a time when free e-books were not yet heavily used as viral marketing tools.

Sure, there were already hundreds of free e-books in circulation back then. However, take a look at the many e-zines and web sites today. What's the most common thing they offer?

A free e-book.

Creating and offering free e-books is now too common.

Many will still continue to create free e-books, but most of these e-books won't have an edge anymore.

So, while everyone else is creating free e-books left and right, take a different approach.

Create a free e-mail workshop, and let it distinguish your

business, e-zine or web site from the rest.

What's an e-mail workshop? It's a type of e-learning method. Instead of encompassing a wide area of study or learning, it is focused on a specific skill, and is aimed for a specific group of people.

Consider the advantages of creating an e-mail workshop instead of an e-book to promote yourself, your business, your e-zine or your site:

- You don't need an e-book compiler in order to share information or knowledge with others.
- You don't need to buy the expensive Adobe Acrobat program to create e-mail workshops.
- Your target audience won't need to have certain programs installed in their computers before they can read your e-book (e.g. Acrobat Reader, MS Reader, IE 4.0 or higher for browser-dependent e-books). Present your information in e-mail workshop format – best if in plain text – and you're guaranteed they'd be able to read it straight from their e-mail clients.
- You don't need to set aside precious megabytes on your site to store your e-book.
- You don't need to worry about the amount of bandwidth that will be used up each time someone downloads your free e-book from your site.
- With an e-mail workshop, you'll be able to really track the people who took it. What does it matter if your tracker says 1,000 people downloaded your free e-book but you don't have a way to contact them? (And you won't ever know if they took up one of your paid offers in the future.) You only have numbers with free e-books. But what you really need are concrete leads – e-mail addresses – so you can spend most of your marketing efforts on people who are in your niche.

Create a free e-mail workshop instead of a free e-book and you'll have something people will refer back to again and again. They'll only need to open their e-mail clients and click on your message.

## Sell More Books With an E-mail Newsletter

And this is why you're better off creating a free e-mail workshop than a free e-book!

Shery is the author of "How to Create and Profit from Your Own E-mail Workshops in 3 Day or Less!" It's the ONLY e-book that spills \*everything\* you need to know about creating and profiting from just one e-mail workshop -- painlessly and quickly! Visit <http://EmailWorkshopsHowTo.com> today for more information!

### WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

The Magic Of Giving Your Website A Goal

Amazons of E-Books: Two Women That Successfully Sell E-Books

How To Publish Your Own Mail Order Catalog

5 Advantages of Creating E-books

Mega-Wealth Audio Library

Build Your Own Mail Order Empire

Ezine Filter and Format software

Stamp Collector Software

Free List Pro



**This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).**

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**