

So you Wrote an E–book...Now What?

This Free E–Book is brought to you by Natural–Aging.com.

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

So you Wrote an E–book...Now What?

By Merle

So you Wrote an E–book...Now What? by Merle

E–books are one hot marketing tool. For those of you who don't get out much, an e–book is basically a collection of HTML documents that have been compiled into an executable (.exe) file. The concept is that of an electronic book that can be downloaded, read page by page, and passed around easily online.

Some e–books are sold where as others are given away freely. Those who download free e–books are encouraged to give them away to their friends or business associates. The "give away" part is what makes e–books such a powerful marketing tool. Also known as viral marketing, when done right your book can be passed around to thousands of people all over the world.

For this reason it is my opinion that e–books work best when there is no charge involved. Think about it: Who doesn't like getting something for free? So if you've been thinking of jumping on the "e–book bandwagon" my advice is to give it away and let it do what it does best: Generate traffic to your website.

Once your book is written, it has to get out into the mainstream of the Internet. You need to heavily market and promote the book yourself to get the ball rolling so it can do its magic. This is where a lot of folks get stumped.

So you Wrote an E-book...Now What?

I have written two e-books myself, so I've done a lot of research and have found out what works and what doesn't. If you have included any other websites in the book, your first step is to contact their owners and let them know about it. Also, tell them it would be great if they offer the book from their site or mention it in their newsletter. Most will be happy to comply; since their names are in the book, they benefit from promoting it as well.

If you have sold banner ads in the e-book (which is a great idea), make sure you supply your

advertisers with text link ads and/or graphics they can use to help get the word out. Your job is to make it as easy as possible for them "to pass the word." This is viral marketing at its finest.

Your next step should be to add a page on your site where visitors can download the book. If you have any graphic skills at all, whip up a book cover to add along with a description that stresses the benefits they'll receive from reading it. If the book's content is good (and it should for all of this to work right!), you will soon receive feedback in the form of compliments. Make sure you put them on this page as well. Testimonials are very powerful.

If you publish an ezine you can use the book as a bonus for your subscribers.

There are many other ways to promote your new book. Contact ezine publishers that you think would be interested in your subject matter and send them an e-mail stating how nice it would be if they mentioned it to their readers. Most publishers are always looking for content and will be happy to help out.

Some websites do e-book reviews and then publish them online or in their newsletters. Here are a few to get you started:

ZD Net 4 Star Review

So you Wrote an E–book...Now What?

<http://www.upload.com/public/default.htm>

For reviews of e–books that relate to Net marketing send them to Lee Benson
<mailto:lee@c...>

E–book Junction– Linda does reviews for her ezine send to <mailto:linda@a...>

There are also sites on the Net that house e–books of all types and function as e–book libraries. Your book can be submitted to any of the following;

E–book Net
<http://www.ebooknet.com/>

Carver's E–book Library
<http://carver.bizland.com/submit.htm>

Success Library
<http://allaboutsucces.com/successlibrary.htm>

EbooksNBytes
http://www.ebooksnbytes.com/submit_ebook.html

Ebook Palace
<http://www.ebookpalace.com/newlink.shtml>

Stealth Promotions
<http://www.stealthpromotions.com/e–library.htm>

The E–book Directory
<http://www.ebookdirectory.com/addebook.html>

If you do a search on the major search engines you're sure to find many more e–book libraries you can submit to.

E–book discussion lists are two way communication where you can announce your book once you subscribe. Some are;

E–book Chat
<mailto:anebookchat–subscribe@onelist.com>

So you Wrote an E-book...Now What?

E-book News

mailto:ebook-news-subscribe@onelist.com

E-book Talk

mailto:ebook_talk-subscribe@onelist.com

Another tip is to visit any of the websites that house free software and submit your book to them. Most include e-books, since they are .exe files. Do a search and you'll find these sites by the thousands. There is free software that can submit your e-book to 50 sites in one shot: Go to <http://www.analogx.com/contents/download/program/ssubmit.htm> and download "Soft Submit" which will upload your book to 50 sites at once.

Don't forget about including the download URL in your signature file. You are using one, right? I thought so. You could always write

a press release about your e-book and e-mail it to the media. Discussion boards are another great outlet but don't post inappropriately. If you have the book in your sig file you could just post a comment or answer a question and your signature line will do the rest.

Use your imagination and you'll find hundreds of ways to utilize your e-book in your marketing campaign. After all, this is one viral infection you want everyone to catch!

Merle's Cyber Promotions (MC)<http://www.mcpromotions.com> Creating Visibility Online for Small Business...because just having a site isn't enough. Visit the site to receive FREE e-books packed with marketing & promotional tips that will help your site get traffic. Also subscribe to MC Promotions Press Newsletter to subscribe <mailto:subscribe@m...>

How to Write an E-Book Faster Than It Takes To Read This Article

By Joe Vitale

How to Write an E-Book Faster Than It Takes To Read This Article by Joe Vitale

How fast can you write an e-book?

Though Jim Edwards and I wrote a #1 best-selling e-book titled "How to Write and Publish Your Own OUTRAGEOUSLY Profitable e-Book in as little as 7 days," you can do it even quicker than 7 days.

How?

Here are at least three ways:

1. Don't write it.

That is, speak your book and then transcribe it using a service such as www.idictate.com. Or use one of the voice recognition software out there, such as Dragon Naturally Speaking. Either way, if you're more comfortable speaking rather than writing, speak your book first.

2. Coauthor it.

You can make yourself almost instantly famous by associating yourself with someone who is already famous. Jim Edwards came to me over two years ago and asked to coauthor a book with me. He said he would do most of the work. I agreed. The result was the e-book I mentioned above, which continues to be a bestseller. Since then, Jim is now a recognized authority in his own right and has written several other e-books.

3. Make soup.

This is the "Chicken Soup for the Soul" approach to creating a book. You don't write a word. You simply ask people for contributions. Joe Kumar did this with his popular e-book "30 Days to Internet Marketing Success." Joe is a teenager in Singapore, totally unknown until he compiled his ebook and made himself an online celebrity. Jo Han Mok and I just did this with our new book, "The E-Code." We simply wrote people and asked

for their contribution. It's amazingly easy to do. You can be unknown, and famous people will give you contributions.

So you Wrote an E-book...Now What?

Again, writing e-books doesn't have to be hard or take a lot of time. The trick is in delivering something people want. Do that and no one will care if you wrote your baby in an hour, a day, or a week.

But once it's written, you can make passive money from it for a long, long time.

Go for it!

Joe Vitale is the author of numerous books, including the bestselling e-book he coauthored with Jim Edwards, "How to Write and Publish Your Own OUTRAGEOUSLY Profitable eBook in as little as 7 days." See <http://www.7dayebook.com>



This Free E-Book has been brought to you by Natural-Aging.com.

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

So you Wrote an E-book...Now What?

