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**The Paradigm Shift of Internet Marketing: The Transition From Ebook Marketing To Software Marketing**

**By Melvin Perry**

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There is a trend going on in the world of internet marketing. If you truly open your eyes and pay attention to everything in the internet marketing world, you will notice this specific trend that is rapidly invading our email inboxes from every internet marketing guru out there. This trend is a marketing shift from text ebooks to more high valued products like multimedia online presentations and software products.

In times past, many people have made tremendous fortunes online selling ebooks only. But the days of making serious money from writing your own text ebooks is now over. It is extremely difficult now to write an ebook that will net you a six figure profit. Many internet marketing experts recognized this and immediately changed their marketing battle plan. A lot of them jumped directly into the software industry to tap into the wealth of income that many individuals like Bill Gates from Microsoft and Larry Ellison from Oracle are already achieving.

Now the software and technology industry has been known to create many multi millionaires and even billionaires. Due to the large number of millionaires in the software industry, I can conclude that a lot of internet marketers who actually dive into this industry and truly use practical internet marketing principles to market their software will also become millionaires. This is why there is a rapid transition from traditional ebooks to high quality software.

This transition is a very smart move and I personally recommend everyone involved in internet marketing to get involved in the software marketing industry. Here is my 3 reasons why:

1. Software can be high in value

High quality heavyweight software is usually pretty expensive and will reap a nice profit per sale. When I speak of high quality software, I am speaking about any software that will net you over \$75 in profit. If you are really looking to earn a millionaire fortune online, you can not sell any cheap software that will earn you between \$10 to \$50 per sale. This is no different then selling your average informative ebook online today. You must sell high value software if you expect to make even a slight fortune. Bill Gates will not be the billionaire he is today if he just sold cheap software.

### 2. Not a large supply of high quality software online

Very high quality software does not saturate the internet like traditional ebooks do. You do not want to sale worthless overvalued information products that everyone is selling on their website. You want to sell unique software that is of the highest caliber. The reason why the ebook marketing craze is over now is because ebooks have literally saturated the online world. Ebooks were very good in their first days, but it eventually evolved into a problem where every ebook you read will say the same thing with a slight twist.

Also, most of the information found in ebooks can be found online for free by doing extensive research on the web via search engines and niche directories. A lot of online shoppers have noticed this problem and have limited their purchase of ebooks. This is why we have seen a gradual decline in ebook sales. Online marketing experts have noticed this decline, and immediately shifted over to selling high quality software items instead.

### 3. Software is in high demand

Cutting edge software solutions are definitely in high demand today. Software, for many years, has been known to solve a plethora of specific problems that not even one informational ebook can solve. Software makes the task of the user of the software easier, and that is why it is in high demand. People will always want an easier way of doing something, and what better way to fix that problem than to program a software that will do all of the work for them. Due to a high demand in software applications, a marketer can easily make a very profitable sale just from utilizing everyday online marketing concepts. People will always love and want new software.

As you can see from the 3 reasons listed above, marketing software via the internet is the new wave that is hitting the internet marketing world. If you are really serious about sustaining your career in internet marketing, you should think about transitioning over to marketing software products online. There are large profits that can still be reaped in this software industry. And when I say large profits, I mean it. Millionaires will be made from marketing software online, and if you want to be one of them, I recommend that you take action now. To find out more information about marketing software online, visit this resource below:

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## **How To Get The Most From Your Free eBook**

**By Adrian Kennelly**

## How To Get The Most From Your Free eBook Marketing Campaign

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