

Want To Start a Publishing Revolution?

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Want To Start a Publishing Revolution?

By Martin Day

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Calling all publishers, editors, journalists and freelance writers. It's time to breathe more life into your copy. Turn your articles into living pieces that spark measurable debate, get closer to your readers and engage their mind and soul – we're talking revolution.

As it was in the beginning

Publishers have for many years relied on letters to get feedback from their readers and although email has opened up this method of communication it is still time consuming and difficult to process with only a fraction of the received correspondence ever being used.

Let's face it, as well as being an overhead for the publisher, to most people it is an unrewarding medium in terms of effort required and response received, just think of the number of letters that go unpublished and unread.

As it is now

The Internet has brought new channels of communication and has opened up opportunities that allow us to challenge traditional methods. The Internet is now a mature technology, no longer the preserve of the new fad brigade but a technology that has been embraced by a global population, young and old alike and it allows us now to re-evaluate the way things are done. Newspapers, trade journals, magazines and ezines now have the opportunity to change the mental process.

When people read an article they often would like to comment, and historically this has required them to feel strongly enough to put pen to paper; or with the creation of the Internet send an email. Sure emails are easier but it still takes time to craft an email and time for the majority, is what they haven't got. The letters page although interesting are at best a snapshot of comments; a well crafted and well written letter on any given subject may hold the view of the majority, or the minority, as it is a free text

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medium and difficult to measure.

As it should be

Now consider the advantages of linking articles to online surveys where as a publisher you will have the ability to obtain valuable feedback from your readers and in a form that can be easily measured. Just as important as you communicating with your readers is giving your readers a way to communicate with you where they know it will count.

Want a snapshot of opinion? Did they like that article? Did your readers agree with what was said or do they take the opposite view?

Now it's easy

In the past surveys would have taken considerable effort to design and publish and altogether was a process too long winded and therefore reserved for the niche and bigger topics.

However, using sites like

surveys and questionnaires can be created

and published via the internet by anyone who has a pulse. Professional looking surveys and questionnaires created in minutes that make the perfect compliment to articles that prompt opinion and debate.

The advantage over letters and e-mails are that all the feedback is managed and measured and sites like Survey Galaxy will provide you with a real time poll that you can either keep to yourself or share with your readers.

It's not even one or the other now

Link each article to an online survey and not only extend the life of the article as people have a channel to express their views, but involve your readers in the discussion where they now know their opinion will be counted.

You think they would rather send an email? – no problem – include the facility within the survey and get the best of both worlds.

It's fast, low cost, and easy to do; it will engage and empower the reader, provide excellent feedback and having established a dialogue you then have the opportunity to link to other related articles.

Try it now and register your opinion of this article here:–

Martin Day is a Director of Survey Galaxy Ltd. For more information please visit

Benefits of E-Publishing

By Pawan Bangar, Birbals, India

Benefits of E-Publishing by Pawan Bangar, Birbals, India

E-PUBLISHING BENEFITS WRITERS AND ARTISTS

Just like all other aspects of life, the digital revolution has taken on the world of publishing also. With digital publishing coming to the fore, the publishing world has undergone several fundamental changes. Earlier, publishing was strictly related to paper. However, now paperless publishing or electronic publishing is gaining more prominence. Electronic publishing or e-publishing in which books, journals and magazine are being produced and stored electronically rather than in print. These publications have all qualities of the normal publishing like the use of colours, graphics, and images and are much convenient also. Electronic publishing empowers all writers in way that no technology has ever done before. Whatever you write---- fiction, poetry, news, how-to books or business documents---- there are exciting things happening that will directly effect how you write and distribute work.

The digital revolution has not just benefit writers alone, but has also revolutionized the works of the artists, photographers, and other creative person. There are already hundreds of thousands of books and journals published in the digital format and their number is rising every day. People are looking at electronic publishing optimistically as it is going to play a pivotal role in the modern world of e-commerce. Electronic publications may be produced in a variety of formats, including online, on the disk or CD-ROM, as a file that can be downloaded or transmitted via e-mail or as a file that that can be downloaded to a hand-held electronic reader or a similar device. Many e-publishers offer books in several of these formats. E-publishers produce and distribute new books, which are appearing for the first time and many only appear in electronic formats (though some may also be produced in a "books on demand" format as well).

Thus, e-publishing does not include the following type of electronic books production: providing electronic text versions of previously published works (such as classic literature, non-copyrighted material, or works that have entered the public domain), either online or on CD-ROM, offering on an electronic version of a book that is simultaneously being produced on print. In this case, the book would be considered a print publication, and the electronic edition would be considered a subsidiary form of publication. Electronic publishing is relatively a new concept, but offer a lot of opportunity to creative person, both for self-employment and regular jobs. The best part of this career is that since, every-thing has to be done on compute; those telecommuting can also pursue this career. There are many publishers, sites, and news wires, who want people to work from their home. The demand for such person in electronic publishing is more in B2V (business to business) portals where there are good revenues also.

As per a report, online services are worth \$ 1053 million of the \$ 8.1 billion business-to-business sector total and continue to expand. Therefore there lie many opportunities in a new media career within the business-to-business arena with tremendous opportunities for growth. Moreover since the revenues from internet advertising are also on rise especially in the B2b sector, self employment in

Want To Start a Publishing Revolution?

electronic publishing may also prove beneficial. According to the US bureau of labour statistics'

occupational outlook hand–book employment of desktop/ electronic publishing specialist is expected to grow average". In fact, the outlook lists desktop publishing specialist as one of the 10 fastest growing occupations in the nation, with a 73 percent increase in the number of positions expected between 1998 to 2008.

Contrary to other popular career for pursuing career in electronic publishing, you do not need any special degree or certificate as this career is absolutely based on a person's own capabilities. But, degree or diploma in journalism or creative writing or a degree or diploma in web publishing can offer a decent platform to launch career in electronic publishing. However, if you wish to have that cutting edge in this career there are several courses available abroad both full–time and through distance learning for pursuing a career in electronic publishing.

There are many courses available on this fast track career, which can offer good opportunities in the field of electronic publishing. However for existing professionals in the field of electronic publishing, the career opportunities are even brighter as you can do a lot of work on freelance basis. There are many portals, which invite people to write the reviews of the services and product and mostly the professionals in electronic publishing deal with this job. Further, since conventional publishing involves a lot of money and also infrastructure, thus the professionals in this field would find electronic publishing an exciting opportunity to become publisher themselves as it neither does not involve big costs nor does it require huge infrastructure. Furthermore, there is a dearth of such professionals in the field of news wires and other online electronic publications all over the world. This concept is fast becoming popular in India also as a lots of online publications are coming in and thus day is not far when this career will also become a prominent career for professionals as well as other creative persons.

Pawan Bangar, Technical Director ,Birnals,India

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