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

ePublisher – How to Publish Successfully

By Dan Richie

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You may think that writing your book has been the ultimate challenge, until you want to get it published when the real nightmare begins.

Getting published with one of the big names is indeed a daunting task; there's the submission process, followed by the prohibitively long waiting time, and last but not least, the uncertainty of the outcome.

Meanwhile, you, the author, have bills to pay and mouths to feed. You then start looking at alternatives including POD (print-on-demand) services and you think all your problems are over since you can now become a published author without having to wait for one of the big publishing houses to make a decision or even consider your manuscript.

Not so fast! Many authors out there do not have a spare \$1,000 or more to spend on POD services to get their book in print. For those who can afford that, there are further obstacles and additional marketing expenses to consider before they can start generating sales and deriving an income from their book.

If the book sells, you probably still have to wait several weeks before the publisher pays you! However, if the book does not sell, let's hope that the money you poured into getting your book printed and on marketing activities was not the rent and food money for the month. This is the reality faced by many authors trying to make it.

This article will look at a viable alternative for the vast majority who not only want to get published, but also want faster results because they need to survive. We will specifically focus on utilizing the Internet and show how anyone can get their book published as quickly as possible and on a very low budget.

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Once your site is up and running and your payment processing activated, you just need to focus on driving traffic to your site. Marketing online and offline will take up the rest of your time and the more activity you have, the more traffic you will generate and hopefully these will convert into sales. We will look at marketing in another issue.

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Publishing Consultant at BRL Global Group s/b

## **7 Quick Marketing Tips To Uplift Your Profits**

**By Ken Hill**

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### **1. Publish an ezine.**

Your ezine will help you to stay in touch with your visitors, sell your products, and promote affiliate programs you've joined to your subscribers.

Get more people to join your ezine by offering a bonus for subscribing to your ezine such as an ebook, email course, an ad or access to your membership site.

### **2. Publish testimonials.**

Your testimonials will help you to get more of your visitors to purchase your product by showing them how your product has helped other people.

In addition to posting testimonials for your product on your site, also post testimonials for your ezine to get more of your visitors to sign up.

### **3. Write articles.**

Your articles will help you to successfully promote your business or ezine through your resource box at the end of your articles.

Promote your articles by submitting them to article announcement lists and article directories.

Also search ezine directories for ezine publishers who would like to receive article submissions.

### **4. Track your advertising.**

Tracking your ads will show you which promotions work best and also help you to save money by showing you which promotions don't pay off for you.

### **5. Stand behind your product by offering a money back guarantee.**

Your guarantee will help you to get more of your visitors to purchase your product by taking the risk off of them.

### **6. Offer an affiliate program to your visitors and customers.**

View your affiliate program as a partnership between you and your affiliates, and provide your affiliates with promotional items that they can use to begin selling your products as quickly as possible.

For example you could provide them with different size banner ads to place on their sites, sample

ezine ads, sample recommendations, and email courses.

If you write articles you could also let your affiliates publish your articles with their affiliate URLs in your resource box.

7. Publish an affiliates newsletter.

Your affiliates newsletter can help you to share with your affiliates tips and strategies they can use to successfully promote your products.

Your affiliates newsletter can also keep your affiliates up to date on any new sales and promotions you have going.

In addition, your affiliates newsletter can announce to your affiliates when you have a new product or products that you are offering that they can earn commissions on by promoting to their subscribers or visitors.



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