

1. Turning your ideas into steady streams of cash flow

1.1 What is an eBook?

eBooks or Electronic books are self-contained "executable" files of HTML. This HTML may be a web site you've created or HTML you've specifically prepared to be compiled into a downloadable .exe file for distribution. When downloaded, this file will self install on your client's desktop.

eBooks are very similar to normal physical books in the sense that they are rich in content. They are a huge resource for information. Anything you can put in a physical book, you can put in an eBook. If your site is about tropical birds, why not write a tropical bird guide. If your site is about web design, you could write a beginner's web tutorial.

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quickly and easily. eBooks combine the functionality and purpose of physical books along with complex software.

eBooks will play a very important role in Internet Marketing over the next few years, no matter what the product or service offered by a company is. How can your business benefit from the eBook direction especially in terms of Internet Marketing? Read on to find out.

1.1.1 Benefits of publishing your own eBook

eBooks offer myriad advantages to the Internet Marketer. A good idea for an eBook can explode your income. The best thing about publishing your own eBook is that not only can you earn a steady income by selling the eBook but you can also market all of your other products through the same eBook.

The primary reason why anyone would create and publish their own eBook is to make money. eBooks that are informative and focused sell very well. If the eBook's subject has a market, people would be willing to buy it.

One of the major benefits of selling eBooks is that anyone without any sort of prior experience could create a book and with proper marketing strategies, build a huge customer base. The key is building credibility with your eBooks. Once this is done, it would be very easy to make new as well as follow up sales. eBooks can lead to a variety

of other opportunities for your business. eBooks also serve as great marketing tools. They can be used to attract customers for your other products or services.

Listed below are some of the other benefits of publishing your own eBook.

Getting published is easier

The costs involved in traditional publishing are high and publishers are extremely selective. Therefore, the percentage of authors that eventually succeed in getting their works published is extremely low.

Electronic publishing has removed much of the risk and costs attached to print publishing. The result being a far greater percentage of would be authors are now getting published.

Low Cost ... High Margin

Once again, because the costs of electronic publishing are significantly low, an author can expect to receive a higher percentage of the income derived from the sale of an ebook. In fact, should authors decide to pay for the creation of their ebook up front and distribute the work themselves, they get to keep all the profits.