

# EBOOK MARKETING REVEALED

by Michael Rasmussen

1. Turning your ideas into steady streams of cash flow.....	5
1.1 What is an eBook? .....	5
1.1.1 Benefits of publishing your own eBook .....	6
1.2 Creating an eBook without any writing experience.....	10
1.2.1 Getting Started – The first few steps.....	11
1.2.2 What Works and What Doesn't – Researching Topics .....	11
1.3 Best Selling Books to write and sell .....	13
1.4 Cashing in on other people's ideas .....	14
1.5 Message Boards and Discussion Forums.....	14
1.6 Brainstorm.....	14
1.7 Writing Instructional eBooks.....	15
1.8 List all your ideas.....	15
1.9 Hiring professional Writers to write your eBook .....	17
2. Writing and Publishing your own profitable eBook.....	26
2.1 Getting Started .....	26
2.2 Title of the eBook .....	27
2.3 Writing Tips for your eBook – Making your eBook user friendly.....	29
2.3.1 The Writer's Block .....	33
2.4 Key aspects of designing an eBook .....	36
2.4.1 Using Graphics and Clip Art.....	36
2.4.2 eBook formatting solutions.....	37
2.4.3 Using an ISBN for your eBook.....	42
2.5 Compiling your eBook.....	43
2.6 A few guidelines for HTML eBooks .....	48
2.7 Protecting your eBook .....	51
2.8 The Importance of eBook covers.....	58
2.9 Customizing and personalizing your eBook.....	61
2.10 Updating your eBook – dynamically!.....	62
2.11 Delivering your eBook.....	64
2.12 A list of places to submit your eBook.....	65
3. Creating a Killer Mini-Site Designed to Sell.....	72
3.1 What you need to sell eBooks from your website .....	72
3.2 Designing a money making website .....	73
3.3 Navigation Structure .....	78
3.4 Site Usability and Convenience .....	78
3.5 Building Interactivity and Personalization.....	79
3.6 Security and Firewall .....	81
3.7 Domain Name registration .....	82
3.8 Web Hosting .....	85
3.9 Payment Processing Options.....	90
3.9.1 Merchant account for credit cards.....	92

3.10 Security Certification and Encryption .....	98
3.11 Setting up your download page.....	99
3.11.1 A few other pointers.....	101
3.11.2 Protect your downloads – Protect your Income.....	104
3.12 Setting up Customer Support and Services.....	107
3.13 Running your website on “Auto Pilot” .....	109
3.14 Third party processors.....	110
4. Marketing and distributing your eBooks .....	114
4.1 The Marketing Budget.....	114
4.2 Intelligent ways to Market your eBook .....	115
4.2.1 Pricing your eBook competitively .....	115
4.2.2 Boosting your eBook sales.....	118
4.2.3 Do not “Sell”; Provide a “Solution” .....	125
4.2.4 eBook Viral Marketing Strategies and Techniques .....	127
4.2.5 Using Autoresponders to sell your eBooks.....	130
4.2.6 Harnessing the power of Back-end Selling and Cross-Selling.....	131
4.2.7 Writing Google AdWords to generate sales .....	134
4.2.8 Creating Sales letters that attract customers .....	139
4.3 Offline Marketing Strategies.....	144
4.4 Getting your eBook reviewed.....	145
4.5 Leveraging the benefits of testimonials .....	148
4.6 Using Press Releases to advertise your eBooks.....	149
5. Setting up Affiliate Programs .....	152
5.1 Affiliate Programs – What are they? .....	152
5.2 Using eBooks for Affiliate Marketing.....	152
5.3 Creating a successful affiliate program – Guaranteeing higher income through your affiliate program.....	155
5.4 Getting affiliates to sell your product .....	163
5.5 Affiliate Management Services.....	164
5.6 Promoting your eBook by joining other affiliate programs.....	165
5.7 Avoidable mistakes.....	169
5.8 Getting affiliate directories and networks to promote your eBook.....	173
6. Final Thoughts .....	177
6.1 Avoiding the most common marketing mistakes.....	177
6.2 Conclusion – The Future of eBooks .....	180