147 Killer Epublishing Strategies

LDPublishing

147 Killer ePublishing Strategies!

(c) 2001 L.D. Publishing

This publication is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the author and the publisher are not engaged in rendering, legal, accounting, or other professional advice. If legal advice or other professional assistance is required, the services of a competent professional should be sought.

Larry Dotson, and L.D. Publishing, individually or corporately, does not accept any responsibility for any liabilities resulting from the actions of any parties involved.

"Please feel free to GIVE AWAY OR SELL this ebook to your visitors, ezine subscribers or customers as long as it remains intact as you received it."

1000 Ways To Create, Package And Sell Your Electronic Information Products! Visit <u>http://www.LDPublishing.com</u>

Table Of Contents

- 20 Questions To Ask Before Creating An ebook
- 15 Creative Ways To Make Money With eBooks
- 20 Ways To Increase Your Traffic And Sales With eBooks
- 10 Ways To Increase Your Free eBook Downloads
- 10 Easy Ways To Increase Your eBook's Size
- 10 Concerns To Have Before Creating A Members Only Web Site
- 12 High Readership Content Ideas
- 10 Reasons To Sell A Fee Based Subscription Ezine
- **40 Hot Information Product Ideas**

"Please feel free to GIVE AWAY OR SELL this ebook to your visitors, ezine subscribers or customers as long as it remains intact as you received it."

1000 Ways To Create, Package And Sell Your Electronic Information Products! Visit <u>http://www.LDPublishing.com</u>

20 Questions To Ask Before Creating An eBook

- 1. What will be the title of your ebook and will it have a subtitle?
- 2. Will you be the only author or will there be other co-authors?
- 3. Will you publish a print version of your ebook?
- 4. How many pages will your ebook be?
- 5. Will your ebook contain graphics, pictures or charts?
- 6. Will your ebook include an appendix and index?
- 7. Will your ask other authors to contribute related articles to your ebook?

8. What file formats will your ebook be available in; text, pdf, exe, html, etc.?

9. Will your ebook be sold as a product or will your ebook be used as a promotional tool?

10. Who will be your ebook's target audience?

11. What major benefit does your ebook give your target audience?

12. Will you offer your prospects a guarantee and testimonials to read?

13. Will you include a bibliography about yourself in the ebook?

14. What personal information will you include about yourself in the ebook?

15. What colors and graphic(s) will be included on the ebook cover?

16. Will you let your prospects read free sample chapters or excerpts to entice them?

4

17. Will you turn the ebook into other information products like videos, audio books, teleclass, etc?

18. What type of payments will you accept for the ebook?

19. Will you allow others to give away your free promotional ebook?

20. Will you be selling the reprint rights to your ebook?

15 Creative Ways To Make Money With eBooks

1. Allow other e-zine publishers or web site owners to republish small nuggets or excerpts of information from your ebook with your byline or ad included.

2. Make extra profits from selling monthly updates of your ebook. You could also back end sell the extra never released chapters of your e-book.

3. Give away a free ebook and then give people an option of buying the paid version of the ebook. Also let others give away the free version of your ebook.

4. Divide your ebook content into reports then give people the option of just purchasing the info they want.

5. Purchase reprint rights to other people's ebooks and combine them with yours in a large package deal or private ebook library web site.

6. Change the benefits on your ebook ad copy into links. When people click on it take them right to the order page. It'll give them an urge to buy your ebook.

7. Charge people a cheap price to read half of your ebook. If they like it, they can pay full price to read the other half.

8. Offer freebies that are related to the ebook you're selling. It could be free monthly ebook updates, free e-zine, free consulting, etc.

9. Show your prospects a sample page out of your ebook. Just black out some of the important info. This will make your prospects curious to buy.

10. Provide a low and high priced version of your ebook. Show benefits of each version side by side. People usually spend a little more for extra info.

11. Offer the reprint rights to your ebook. You can sell the rights with the regular purchase price or as a separate higher price.

12. Make your ebook available for offline people. You could turn it into a print book, report, video, audio book, print newsletter, etc.

13. Redesign your ebook for specific niches. You can create multiple profits with very little work. Ex: Turn a business ebook into a craft business ebook.

14. Give your prospects discount coupons on other products when they purchase your ebook. It could be your products or others that you made deals with.

15. Divide your ebook into online newsletter issues. You could charge a reoccurring monthly subscription for people to view each issue.

20 Ways To Increase Your Traffic And Sales With eBooks

1. People love to get free stuff. A free eBook is perfect. They will visit your web site to get the free valuable information.

2. Give away the full version of your eBook in exchange for testimonials. You can use these customer statements to improve your ads' effectiveness.

3. When you write and give away a free ebook you will become known as an expert. This will gain people's trust and they will buy your main product or service quicker.

4. Publish your web site in eBook format. Put the eBook on a disk or CD-ROM then include it with your direct mail packages. This can increase the number of people that buy your product or service.

5. Offer your eBook as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus.

6. Allow people to download your eBook for free, if they give the e-mail addresses of 3 to 5 friends or associates that would be interested in your eBook. This will quickly build your e-mail list.

7. Create a directory of web sites in eBook form. List peoples web sites in the directory that will agree to advertise the eBook on their web site or ezine. This will give them an incentive to give away or advertise your eBook.

8. Allow other people to give away your free eBook. This will increase the number of people that will see your ad in the eBook. You could also include a mini catalog of all your product or services that you offer in the eBook.

9. Gain new leads by having people sign up and give you their contact information before they can download your eBook. This is a very effective way to conduct market research.

10. Make money selling advertising space in your eBook. You could charge for full-page color ads, classified ads or banners ads. You could also trade advertising space in your eBook for other forms of advertising.

11. Give away the eBook as a gift to your current customers as a way of letting them know you appreciate their business. Place an ad in the ebook for a new back end product you're offering

12. Get free advertising by submitting your ebook to freebie and freeware/shareware web sites. This will increase the number of people that will download your eBook and see your ad.

13. Make money by selling the reprint rights to those that would like to sell the eBook. You could also make even more money by selling the master rights. This would allow other people to sell the reprint rights.

14. Hold a contest on your web site so people can win your eBook. You'll get free advertising by submitting your contest ad to free contest or sweepstakes directories.

15. You will gain valuable referrals from people telling others about your eBook. Word of mouth advertising can be very effective.

16. Make money cross promoting your ebook with other people's products or services. This technique will double your marketing effort without spending more time and money on your part.

17. Increase your e-zine subscribers by giving away your eBook to people that subscribe to your e-zine. This will give people an incentive to subscribe. Allow your e-zine subscribers to also give it away to multiply your subscribers.

18. Give away the eBook to people that join your affiliate program. This will increase the number of people that sign-up. You could also create an eBook for them to use that will help them promote your product or service.

19. Give away the eBook in exchange for people leaving their contact information. This will help you follow-up with the prospects who buy your main product or service.

20. Offer a free eBook that contains a couple of sample chapters. If they like it, give them the option of ordering the full version. It would work just like a software demo or shareware.

10 Ways To Increase Your Free eBook Downloads

1. Anticipate the objections your visitors might have about your free ebook offer. You should research your target audience's needs and wants.

2. Allow your visitors to feel good about themselves by giving them compliments. If they feel good, they will also feel good about downloading your ebook.

3. Tell your visitors the emotional and logical reasons why they should download your free ebook. It can be the goals they'll accomplish, positive feelings, etc.

4. Publish a list of respected or famous people that have downloaded your free ebook. Just remember to get their legal permission first.

5. Tell people what they're thinking and feeling as they read your ebook ad. Most people will start to actually do it, statements should back up the ebook.

6. Make your free ebook offer very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses.

7. Create rapport with your visitors by telling them something they already know is true. They'll know for sure you're not lying and download your ebook.

8. Show your visitors how much enthusiasm you have for your free ebook. Most people will start to feel the same and download your ebook.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- > Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

