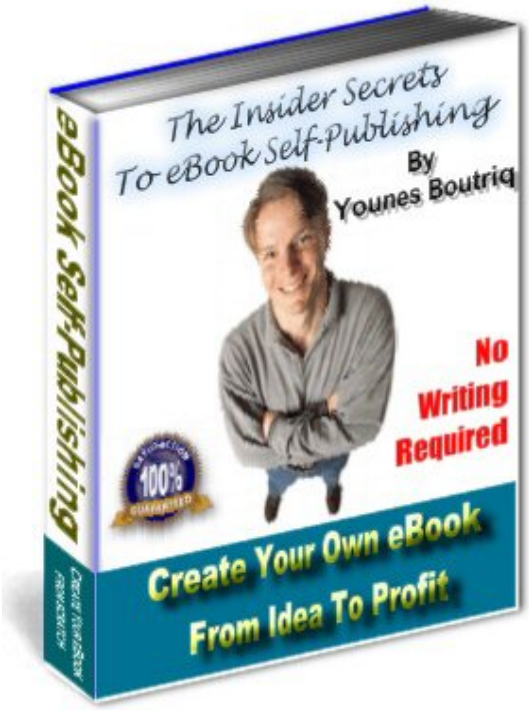

"THE INSIDER SECRETS TO EBOOK SELF-PUBLISHING"

"How to Make Your Own eBook From Concepts to Profit"

Copyright © 2007 - By Younes Boutriq

FOREWORD

First I want to Thank you for your interest in this ebook “The Insider Secrets to eBook Self-Publishing”, and Congratulations! For taking a positive step towards your future as an ebook author .This book is intended to teach a layman on how to create an e-Book and derive profits from its sale in the online market. The book spells out the details required meticulously and was compiled following a great deal of research and top Marketers thoughts and advices such as Bryan Winters, Terry Dean, Robert Smith, Shelley Lowery and others. These experts are earning tens of thousands of $ every month selling information on the internet.
This ebook is good enough to guide a novice and is a handy reference for experts.

This eBook is also protected under the following copyright agreement.

Copyright © 2007 Younes Boutriq, All Rights Reserved
No portion of this ebook may be reprinted without express written permission by the publisher.

Feel free to distribute this ebook to your family and friends.

Legal Notice:

While all attempts have been made to verify information provided in publication, the author does not assume any responsibility for errors, omissions or contrary interpretation of the subject matter herein.
The publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain

competent counsel to determine what state and/or local laws may apply to the user's particular business.

The author and publisher assume no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

You must test everything for yourself and we expressly do not guarantee any results you may or may not get as a result of following our recommendations.

YOU DO NOT HAVE THE RESALE RIGHTS TO THIS EBOOK.

Younes Boutriq

Copyright © 2007 All Rights Reserved

TABLE OF CONTENTS

CHAPTER I : INTRODUCTION 6
What in the world is an e-Book? 7
The multiple advantages of a self-created e-Book 8
CHAPTER II : ACTION ZONE – THE NICHE MARKET 10
Finding subject matter for your e-Books 10
Step 1: Find and focus on a specific target market 12
Step 2: Find out what they want 14
Step 3: Give them what they want by developing it 22
CHAPTER III : WRITE YOUR E-BOOK 23
Technique 1: Compile interviews of leaders in your industry 23
Technique 2: Hire a freelancer / ghostwriter to do all the work for you 28
Technique 3: Compile articles written by various known authors focusing on a particular topic 31
Technique 4: Public domain books 35
CHAPTER IV : E-BOOK FORMATS 39
Portable Document Format (PDF) 39
Hypertext Markup Language Format (HTML) 42
CHAPTER V : DESIGN YOUR E-BOOK 48
Portable Document Format (PDF) 48
Hypertext Markup Language Format (HTML) 53
CHAPTER VI : PROTECT AND REGISTER YOUR E-BOOK 61
Copyrighting your e-Book 61
International Standard Book Number (ISBN) 62
CHAPTER VII : WRITING AND DESIGNING YOUR SALES PAGE 65
Designing your sales page 65
Writing effective sales copy 66
CHAPTER VIII : PEOPLE JUDGE A BOOK BY IT'S COVER 79
Does a good cover add credibility to the product? 79
Perception is the key 80
CHAPTER IX : DYNAMICALLY UPDATE YOUR E-BOOKS 82
Use JavaScript to dynamically update your e-Books 82
CHAPTER X : PRICING FOR MAXIMUM PROFITS 87
CHAPTER XI : MARKETING TIPS 90

Copyright © 2007 All Rights Reserved

Up-selling....90
Resale Rights....92
Pop ups....93
404 error page....95
CHAPTER XII : START PROMOTING YOUR E-BOOKS....99
Short-term marketing strategies....99
Purchasing Advertising....99
Forums (Discussion Boards)....99
Pay per Click....100
Long term marketing strategies....102
Search Engines....102
Opt-in List (Ezine)....104
Affiliate Program....112
Free Trial....117
Viral Marketing....119
Articles....119
Joint Venture....124
Links Exchange....127
A FINAL WORD....133
APPENDIX . BIBLIOGRAPHY....135

Copyright © 2007 All Rights Reserved

CHAPTER I: INTRODUCTION

This is a digital age. Today almost every one in the world has a life-line connection to the information superhighway – the internet. This is the time to get into the race and build a new world new age information product. Technology has not only made it possible to make e-World products but has also enabled sales of such products. These products can be very popular and can be used by any person for a growing career. .

Information on the internet is experiencing a hot sell - must buy phenomenon. Internet entrepreneurs who provide information are making fortunes simply by taking advantages of the facilities offered on the World Wide Web. The future of mankind is definitely all electronic and service based.

An estimate by Forrester Research says that digital books and information products will be an astounding 7.8 billion dollar market in the next five years. The secret of success is to find valuable information that is needed for specialized work from the incredible maze of data at a reasonable price. The way to create that kind of a product is explained completely in this e-Book.

The future of subject matter on-line is in the form of electronic books. No matter what the information is, electronic books are the way to deliver that information.

It is very simple to create an information product. The product can easily be created, published, sold or even given away. The distribution costs of the book are

Copyright © 2007 All Rights Reserved

very low by using e-Mail or download from a website. Creation of the e-Book is a simple multi-step procedure and is explained in very simple language in this e-Book.

A particular application of e-Books is that it can be used for free give-away at the web-site. This free information promotes your business. Thousands of visitors come to your website to pick up your e-Book and in the process you generate business from the publicity at a low or zero cost. This kind of Digital Publishing will be increasingly used as a sales and marketing edge over the competition.

What in the world is an e-Book?

The fundamental concept: An e-Book is just like a traditional paper book in an electronic form. It is read by using a computer. It does not require that the computer be connected to the internet. One way to view an e-Book is through a floppy disk. This eliminates the need for complex plug-ins of reader software. E-Books are full of life and combine media to deliver text, video and audio. Hyperlinks connect various sections of the ebook. It also has links that can connect the ebook to the internet for related articles, programs and even other e-Books. Hence, all the required information comes from a single source.

A common form of e-Books is HTML documents. These are combined with an in-built browser and the entire work is compiled to form a single executable file. It is thus a website that can be viewed offline. The author is allowed maximum flexibility in the way he wants to deliver the content. The hyperlinks allow navigation to different sections of the e-Book by the use of the table of content or an internal search engine. The user can then quickly refer to the section that contains information of his interest. The hyperlink process is also very simple and

Copyright © 2007 All Rights Reserved

user friendly. The volume of the e-Book on a single floppy includes both an average sized novel and the required reader program. This is way ahead of the Adobe's PDF option. A PDF document can also be considered an e-Book but the reader program Adobe Acrobat needs to be installed separately. Adobe Acrobat reader software occupies around 12 megabytes when installed. An Adobe e-Book reader is available and has the capacity to read HTML, PDF and other formats combined with excellent features for use. This software occupies around 10 megabytes space after download. That's quite a bit as compared to an *.exe e-Book. It is best that in the online business the information be downloaded fast and the software should not place a heavy demand on the resource capacity. If the entire e-Book and the required software take up very little resource space the need for complex software is eliminated.

A good e-Book is very printable and can be printed both completely and in sections. There are features for incorporating a variety of fonts and colors. These are a help to the visually impaired also.

The multiple advantages of a self-created e-Book

Online publishing and marketing delivers the cutting edge of technological progress. E-Books are the way to deliver the work of the author to the customer in an efficient and economical way. As compression methods have improved downloads have become faster. There are no additional overheads pertaining to distribution and packaging as in the case of paper books. Hence e-Books have a cost advantage.

Copyright © 2007 All Rights Reserved

Another aspect of e-Books is security. With the copy and paste functions disabled it is very easy to protect the work from unauthorized use. It is possible to register the book and time limit restrictions for use can be included in the e-Book itself.

While paper books may not altogether disappear immediately the e-Book concept will definitely rule the market. E-Books are the master-key to the implementation of information delivery.

Basic skills required for understanding this book

- Skills to send and receive e-Mails
- Skills to surf the internet
- Ability to use copy and paste
- Word processor usage capability
- Some imagination
- Methods to install and upgrade software
- Basic HTML language

And finally you must have the drive required to make your online business succeed. The way an e-Book is made is not at all complex however it requires determined efforts.

With this small background let us proceed with the first step of ebook creation...

Copyright © 2007 All Rights Reserved

CHAPTER II: ACTION ZONE – THE NICHE MARKET

What is a Niche Market?

A niche market is defined as a small targeted group of people who share a specific interest.
This concept is used for whatever product you are marketing online or offline because you need to focus your efforts on those who want your product and not everybody.

Finding subject matter for your e-Books

Each person has his or her own area of expertise and can write passionately only about those interests. A passionately written ebook is surely a profitable internet product. An e-Book must be written after careful identification of interests and expertise.

Examples of a few interesting topics:

Recipes
Cooking
Sewing Tips
Gardening
Canning
Makeup and Skin Care
Weight Loss
Self Improvement

Copyright © 2007 All Rights Reserved

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