

Your Internet Pie (*Special Report*)

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SPECIAL REPORT



<http://www.yourinternetpie.com/>

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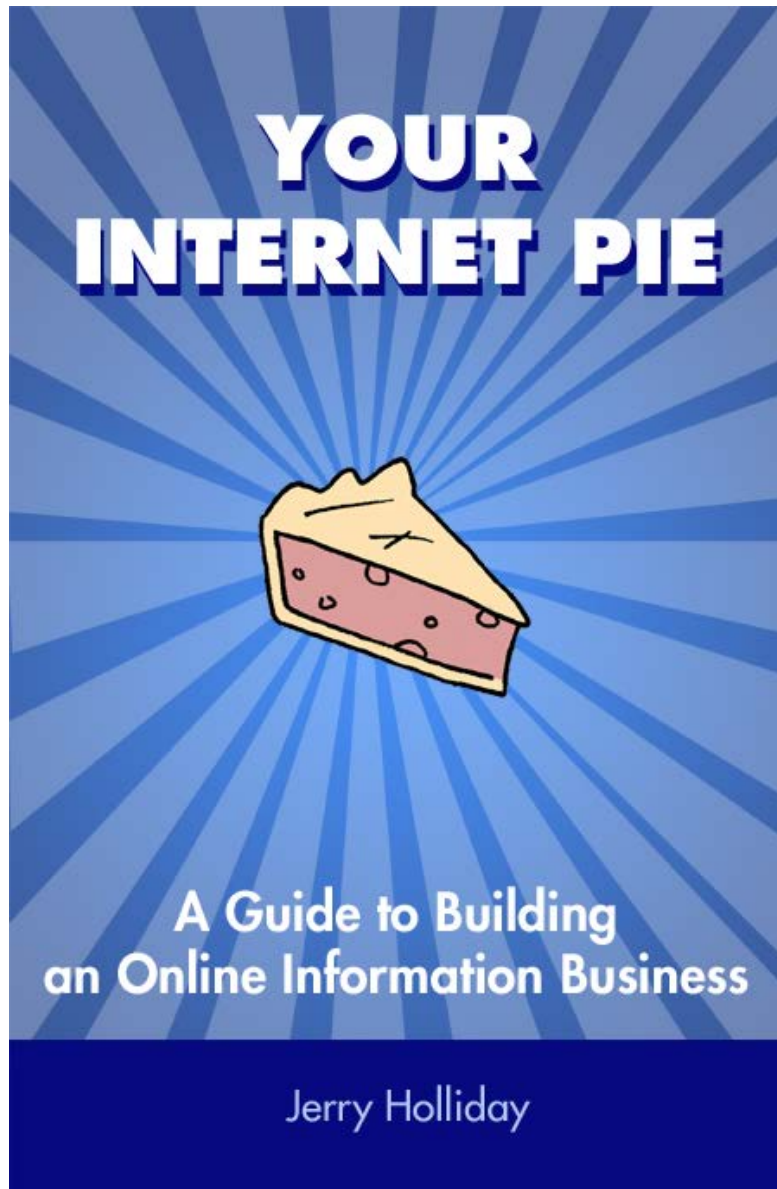
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Introduction

Hello there! My Name is Jerry Holliday and I am the Marketing Director and Co-founder of a small design, digital and marketing agency in Bristol UK. I have focused on Search engine marketing for the previous five years for clients and have a passion for Internet Marketing, especially product creation.

Rather than risk boring you with my story here, anyone who is interested can read more about me here >

<http://www.jerryholliday.com/about>

In this report I'll show you how to get your book onto the iPad and Kindle. When it comes to productizing your knowledge there is no bigger market than the digital ebook market on these platforms.

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There was a time when publishing your own book meant laying out a ton of money for printing and then in a lot of cases ending up with a garage full of books for years on end.

Thanks to modern technology and publishing on demand those days are well and truly over with authors now able to have their books available across a wide distribution network.

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Although ebooks have been around for many years, the launch of the Amazon Kindle in 2007 has made them increasingly popular again, especially in the mainstream market. By the end of 2009 Amazon sold more ebook downloads than hardback books and are predicted to eclipse paperback sales by the end of 2011.

In the same year that the Kindle was launched in 2007, Apple launched the iPhone. The iPhone turned the mobile industry on its head with a library of apps that could not just access email, calendars and the internet but shine torch light, be used as a leveller, find the nearest cafe with augmented reality apps and many many other things you'd never think of. You may have heard the advertising slogan: 'There's an app for that.'

The iPad launched in April 2010 featuring the iBooks app making thousands of titles available for download from the iBookstore and probably revolutionizing the way books are consumed forever!

Now you can access digital books on your iPhone, iPad as well as your iPod. This is a huge market of 50 million and counting and is an extremely exciting development for authors and content creators.

Amazon released the Kindle app with effectively put all Amazon book titles within reach of iPhone, iPad and iPod users who can download any book for the Amazon Kindle without needing the device itself.

A myriad of magazine apps provide media rich content such as video and audio, as well as interactivity for the iPad and other iDevices.

So, how do you go about getting your business book, novel or guide out there?

There are several services that offer a fast track route to getting your book available through publish on demand. Although these are not free they offer a quality service that is well worth looking at. I'll cover the free option shortly, don't worry.

FastPencil

This service offers an innovative and collaboration writing tool to help you create your book. You can move chapters and subsections around to structure your book and then delve into each chapter and just write - enabling you to write faster as and when your inspiration strikes.

Michael Ashley, the creator of Fastpencil has written a great little guide on publishing for the iPad which focuses on using the Fastpencil service, as well as tackling your book project.

- <http://www.fastpencil.com/publications/482-iPad-Publishing-Guide>

With Fastpencil you can sell the printed version through Amazon, Barnes and Noble and the Ingram network. With a digital ebook version you can also get distribution to the FastPencil Marketplace, Amazon Kindle Store, iPad and Ingram Digital.

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