

Easier Internet Marketing

Incorporating Multiple Income Pathways

Issue 6



www.easierinternetmarketing.com

Inside this issue

Getting Started With E-books!

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Welcome to Issue Number 6!

OK, you've done your research, identified your niche, and now you've discovered a range of ways for accessing suitable content. The next stage is to start creating your e-book.

By definition an e-book is "an electronic book, a text and image-based publication in digital form produced on, published by, and readable on computers or other digital devices".

It's worth remembering at this point that you do not have to write the e-book yourself. For example, you could record the information in a suitable order and then have the recording transcribed. Alternatively you could use freely available Public Domain information (I have used this source myself, very effectively!), or you could use a Freelance writer to 'ghost write' your book for you. If you want someone else to write for you then go to www.elance.com or



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www.guru.com and put up a post that the freelancers can bid on.

An e-book does not have to be an epic on a scale equivalent to War and Peace, but you need to give sufficient value. For example, in a niche market an e-book could be somewhere between 50 and 200 pages long. However, if the information you're giving is of high value (eg. a Forex trading strategy) then your e-book could be less than 20 pages.

If you decide to do it yourself, then you need to get your research content organised into related groups. Use these related groups to form your chapter headings, and then underneath each of the chapter headings write down the key themes you would like to cover in each of the chapters.

Take your key themes and then jot down notes about each of the themes. Once you have this

information either written down or compiled in a logical order on your computer then you can easily lay out the structure of your book.

E-books tend to have double spacing with frequent paragraph breaks. This format makes it easier for your reader to digest, and you also need to avoid using a writing style that is too formal – your readers need to enjoy the reading experience!

I know I keep going on about this, but if you're going to use graphical images for your book cover or within the book itself, then please don't skimp on quality. Your e-book has got to look good, so unless you're a really gifted graphic artist then get your images out-sourced. I always get my book covers and other graphics produced at

www.ecoverartist.com

With prices from around \$47 it's



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well worth the investment.

As you build up the content in your e-book, check for your use of grammar and spelling. I know my e-books will never be perfect, but I do strive to achieve a certain level of 'professionalism' by making sure that there are no glaring errors. With modern spell checks and grammar tools there really are no excuses for sloppy work.

Think carefully about the title for your e-book. You need to make it as related to your niche as possible, and something that's really going to catch your readers attention and make them want to open it. Use keywords in your title, and expressive command words – for example;

Revealed ... amazing secrets..

Exposed ... the truth about ...

Discover how to

Just browse through Amazon or your local book shop and you'll

find loads of possibilities.

Structure your e-book so it's user friendly. I'm talking here about simple things, such as page numbering. It may sound obvious, but I've come across many examples of e-books where the pages have no numbering and the first thing I've done is to actually go through the pages and add numbers by hand!

Another personal issue I have is with contents pages. I really do think that they need to be included, but many e-books go without. Index pages are perhaps going a little bit over the top (unless you're really keen!), but readers need to know where to find topics in your e-book, and producing a contents page only takes a few minutes. The contents should be divided up by chapter or section – I'm not keen on contents pages that literally list what's on every page!

It's also good practice to include



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an introduction at the beginning of your e-book. Use this to set the scene for the content, and suggest how readers might use the e-book. Do you expect them to read it from cover to cover, or should they use the content page to navigate to specific sections according to their particular needs?

At the other end of the e-book it's a good idea to include a concluding section. What do you hope readers have gained from reading your e-book? What next steps should they take if they

want to pursue the subject further? Do you have further reading material that you would recommend? Perhaps you have some relevant training DVDs or audio recordings, or perhaps readers would benefit from signing up to your membership site or subscribing to your newsletter?

You've put a lot of effort and thought into your e-book. Now's the time to start reaping the rewards. E-books can be powerful marketing tools, so use them to your advantage!

Recommendation:

Neil Stafford and Neil Travers have produced an excellent course "How To Build Your Own eBook Publishing Business". To access details about this course visit www.easierinternetmarketing.com and click on the "New Power Ebooks" link under **Recommended resources**.

**Easier Internet Marketing
and
Multiple Income Pathways**

In the next issue:

**CREATING YOUR
OWN E-COURSE!**



Articles extra!

How To Make A Lot Of Money Fast With Ebooks

Making money online is something many people have wanted to do, but few actually ever get started. If you are determined to make money on the internet, then read this article to learn the top 5 ways to make money with ebooks.

There are five primary reasons to write an ebook:

1. To build your mailing list.

In case you are new to the internet marketing community, one of the first lessons that you must learn is the importance of your mailing list. In fact, a very common phrase is often uttered by seasoned internet marketers: "The money is in the list!" So why use an ebook help build your mailing list? Simple. Ebooks can be an excellent method of capturing the attention (and email address) of a very targeted group of potential buyers. Ebook authors often give away or sell their ebooks for a very low price in exchange for these email addresses. Over time, this list of email addresses can be 1) used to promote other valuable products in the chosen niche, 2) sold to other internet marketers, or 3) used to publish newsletters or blog updates for advertising revenue. All three can mean money in your pocket.

2. To drive customers to your website.

Whether you currently have a website or plan to develop a website to promote and sell a product, you need lots and lots of traffic. The higher the level of traffic that you can bring to your website, the better the chances of making a sale. Ebooks are an excellent way to drive targeted traffic to your website. How? When you write an ebook that has good, useful content, the readers begin viewing you as an expert in the field. Potential customers appreciate the advice and information that is provided in ebooks. Once the trust has been established, these ebook readers are much more likely to visit your website for more information and/or products related to the targeted field of interest. This use of the ebook can certainly expand a local internet business into a national or international business in a very short time.

3. To drive customers to your affiliate links.

Affiliate marketing is huge. In fact, companies are handing out millions of dollars yearly as they try to drive more and more traffic to their websites. Ebooks are a great way to directly bring in affiliate income through embedded links, but they can also be used to drive traffic to a blog or website where banners or additional links can be added. Once you establish these links, every sale, lead, or click results in income for you.

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Articles extra!

4. To sell a big-ticket item.

There are a number of items that can be considered big ticket products. It could be a physical product. It could be a video course. It could be the offer of one-on-one consulting. No matter the actual product or service, an ebook can be a great way to establish the trust necessary for a potential customer to make the decision to invest in what you have to offer. Think about it. Would you be more likely to buy a product from a complete stranger without any knowledge of their level of expertise; or would you rather buy from someone that you trust that has given you some level of knowledge and information in your area of interest? That's right. Any rational person is going to buy from the person that they trust, and an ebook is the perfect way to build this bond.

5. To sell your ebook and make money.

It's not every day that the average person writes an ebook that sells enough copies to make a substantial amount of money through the sale of the ebook alone, but it does happen. The term "going viral" doesn't only apply to online videos; it can occur with ebooks as well. Some ebook authors have had the fortunate experience of writing informative ebooks at just the right time and have watched their ebook's popularity grow at a rapid pace. If you pick your subject carefully, publish your ebook at the height of the readers' interest, and have effective means of distribution, you too could find yourself the benefactor of the "viral" effect.

Building mailing lists, driving customers to websites, driving customers to affiliate links, selling big-ticket items, and selling ebooks directly are the top five ways to make money with ebooks. Using one or more of these methods is a very efficient way for anyone at any experience level to make money on the internet. If these methods are used correctly, it can equate to thousands of dollars per month in income.

Dustin Peek enjoys sharing his experience and knowledge about affiliate marketing, search engine optimization, and ebooks. Do you want more information about making money online with ebooks? Get your free mini-course here:
<http://www.ebookinnercircle.com/signup.html>

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Articles extra!

6 Creative Ideas To Write Better Ebooks

Writing ebooks is an excellent way to make money as well as deliver useful information to people searching for it online. Because this is becoming a more competitive field you need to analyze creative ways you can become a better ebook writer.

One of the best ways to do this is to write your content in a conversational tone. When you put some human or personal touch on your content you will be able to put your readers at ease and build rapport with them.

Here are 5 other creative ways to improve your ebook writing.

1. Go with hot topics. You can make your ebooks sell like hotcakes online if you can deliver time-sensitive information.

Always on the look out for new issues that are truly interesting to your potential readers and write about them. Just make sure you are knowledgeable on these topics so you can offer your potential clients useful and valuable information.

2. Make your ebooks easy to understand. You need to consider your readers when writing your content.

You will need to adjust the element of your writing to make sure that these people will easily get the message that you are trying to get across. This way you can effectively educate them to do things on their own.

Use words that they can easily identify with. If you are discussing new or relatively complicated topics, it would help if you can offer examples or post relevant images that can help these people visualize your thoughts and ideas.

3. Be different. You can stay on top of the game if you can offer something new and different to your readers.

Avoid copying somebody else's work and do not be a copycat. Think out of the box and introduce innovative concepts that will potentially wow your clients.

4. Make your ebooks scannable. People read faster on the Internet.

You can make your content easy on the eyes if you can break it up using subheadings and bullet points. This will help you promote further reading so you can entice your clients to read your ebooks in their entirety.



Articles extra!

5. Deliver quality ebooks. Give your clients their money's worth by offering them with ebooks that are loaded with valuable and useful information.

Offer these people answers to their most burning questions, information about their hobbies and other areas of interest, and solutions to their problems. Of course you still need to make sure your content is well-written and readable to give these people great reading experience.

Follow these 6 creative ideas to become a better ebook writer. This will help you write useful information and sell more ebooks from it.

If you enjoyed this article by Jeff Schuman please visit his article marketing website today. If you are not an article writer he offers a hands off program for getting backlinks and traffic using the power of writing and submitting articles. <http://www.HandsOffArticleMarketing.com>

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