



“Boosting your eBook sales to get serious profits!”



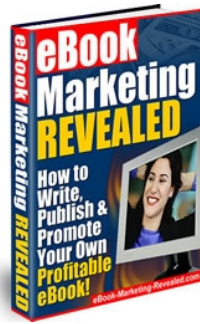
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chapter excerpt from
“eBook Marketing Revealed”
How to write, Publish & Promote
Your own Profitable eBook!*

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How to write, Publish & Promote your
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Boosting your eBook sales

The most crucial aspect of any business is developing strategies to enhance sale of the final product. You may have a great eBook but without a comprehensive marketing plan you would end up selling it to your friends and family only. With a little bit of creativeness you can explode the sales of your eBook in quick time. Here are sale boosting tips and strategies.

Offer incentives

The first rule of any marketing plan is to offer attractive incentives to induce response from prospective customers. This is an age old strategy which works very well even today. Offer free bonus products to you customers if they sign up immediately – something like “Sign up now and receive free ...”.

Offer promotional books for a limited period

A sales strategy that has worked well for many businesses, especially for eBooks is to offer a rebate to customers for a limited time.

Note that the stress should be on limited time. You would not want to offer rebates after the offer expires. This certainly increases the number of sales, especially during holiday seasons.

Interestingly, in spite of the rebate offer only few customers actually end up sending the eBook back for a rebate, provided the content of the eBook is highly informative and useful.

You should allow customers to send back the eBook up to a month after the offer ends. Prolonging the offer may only negate any advantage gained in terms of sales. Besides, you wouldn't want to wait forever to determine how many books were returned and how successful your strategy was.

Create ways to “earn” the eBook for free

This gimmick would work if you have other products or affiliate programs. Instead of buying the eBook, you could run a promotional

offer that anyone who signs up for your affiliate program and brings in a certain number of affiliates would be given the eBook for free. This is a win-win situation for both you and your customer.

Offer a guarantee to increase your credibility

I mentioned earlier that customers weigh in the risks involved with buying a new product. By offering strong guarantees you alleviate this risk to a great extent. Guarantee encourages more people to buy a product without putting in much thought. You would also reduce returns and refunds.

Payment in installments

If your eBooks are highly priced – anything above \$50, you may contemplate introducing installment payments for your customers. For instance, you could offer a three installment plan, each installment to be made every 10 days. This would encourage more people to buy your eBooks.

Many also suggest that you may offer your eBook in parts. However, this tactic may not always work to your advantage. It is often seen that people lose interest in books if they wait too long to complete it. Thus, you may end up selling only two parts of your eBook instead of all three.

Trial Period

You could offer a trial period for your eBooks. This implies that you can have your customers pay you for the eBook a few days after purchasing the eBook. For instance, you may offer delayed payment periods of either 15 or 30 days. This gimmick would do wonders for your credibility.

The downside to this is some people might take advantage of such an offering and return the eBook after the trial period. However, you would induce many more sales compared to the number of returns.

Start your own newsletter

Newsletters are a great way to build email lists and target potential customers. They also act as a great advertising medium for your eBooks. However, you need to develop interesting and unique content regularly in order to distribute newsletters. Newsletters should be distributed once every fortnight or month.

The key is to have it published regularly. As long as you offer quality content you would not do any harm to your selling prospects.

Offer upgrades and variations

Many marketers use this strategy successfully. You may offer a basic version of your eBook at a very reasonable cost. Once you sell your basic version to customers you could offer them with updated versions of the same eBook that have more detailed information.

If your basic version is interesting, customers would definitely not be averse to buying an upgrade.

Have a members section

Customers look for a sense of belonging and association with a company or website. This can be achieved by having a members section on your website.

You would have to offer additional products free of cost of your members. These could be anything from sample eBooks to newsletters to articles.

When you think about it, this strategy is similar to offering freebies and incentives – the only difference is that you are offering it to your members. Besides, anyone could become a member for free.

All they need to do is sign up for membership.

You could run contests, quizzes, promos, message boards and forums on your members section. This enhances interactivity and in turn sales.

Have a discounted products area

A very unique strategy to increase sales is to have a page on your website that sells only discounted products. These could be eBooks or any other products. The discount page could be updated frequently to include new products and exclude older ones.

This tactic is very effectively employed by department stores. If you notice a good department store would always have something or the other on discount. Deals are what people look for in physical stores or online stores.

Respond quickly to all queries

Ensure that you respond quickly to any queries your customers may have. Timely response instills a feeling of trustworthiness amongst customers and will surely improve your sales.

It may be worth it to have good customer representatives in charge of the customer service aspect of your business.

Feedback

One of the most important aspects of analyzing and improving sales for any product is by obtaining feedback from existing customers. You could request your customers to fill up surveys and questionnaires pertaining to the eBooks they bought from your website.

Questions in the survey should be aimed at obtaining useful pointers from customers on how to improve your eBooks and other services.

Ask your customers what do they think of your eBooks and what sections have scope for improvement. Feedback from customers is precious and can help you immensely in improving future sales. Besides, you could also be able to attain testimonials from existing customers, with written permission from them.

If you find that your customers are reluctant to fill up surveys and questionnaires, offer incentives such as a free article or newsletter of their choice. Of course what works best are cash incentives or even discount coupons for other products on your website.

Study your potential customers

Analyze what kind of people are buying or interested in your eBooks. This way you can have a more targeted and focused marketing effort thus maximizing gains from minimum resources.

Surveys and feedback forms facilitate this process. You may request your visitors as well as customers to provide personal information such as age, sex, email address, and interests. Provide a guarantee that such information would be kept confidential and never given out.

The survey could be made anonymous so that they know that their personal information would not be used in ways they do not approve of. Moreover collecting email addresses would allow you to send them special offers, sale notifications and promotions in the future.

Testing with Ad Tracking programs

There are two main factors that make an Ad effective – Content of the Ad and the sites where it is advertised. Most experts would agree that constant testing and experimenting is the only way to ensure that you get the right combination.

However, the question arises – How do you test your Ads? An integral part of any advertising campaign is, knowing which ads bring you the most visitors. After all, you may have banner ads, newsgroups ads, ads in newsletters and articles, ads in autoresponders, or a simple classified ad on a website.

Every marketer can only benefit by knowing:

- which of the ads received the best response
- whether free classified sites are worth the effort
- which newsletters are the most profitable
- how a sponsored newsletter ad compares to the standard one
- whether animated banners are better than static ones
- how effective are your email ads
- does the ad at the start of an newsletter or article outperform the one at the end

Ad Tracking programs would answer all of these questions. They can help you analyze the effectiveness of every single ad and hence they should be an integral part of every marketing campaign.

Do not “Sell”; Provide a “Solution”

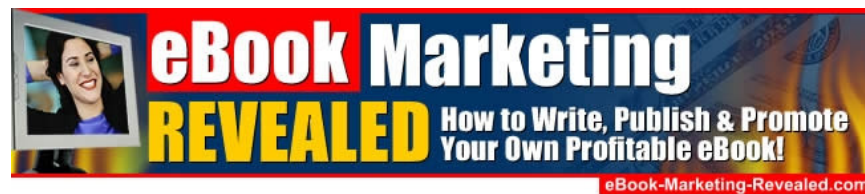
Advertising plays a vital role in inducing sales for your eBooks. We discussed earlier that customers look for solutions to their problems in different products.

This holds true for eBooks as well. Your website or any other advertising medium that you use should portray a feeling that your eBook provides a solution. You are not there just to sell your product to customer but to solve their problems.

The most effective advertising pieces don't sell; they fulfill. They don't talk about the company; they talk about the customer. They don't push price; they provide solutions.

Here are some guidelines that portray just this....

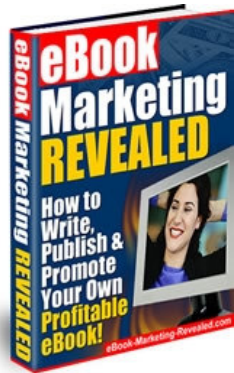
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It's Easy To Make Money Producing eBooks About Subjects You Already Know About, Once You Know These Secrets...

If you're interested in starting your own easy-to-run online business, doing something you truly enjoy, and without having to spending a lot of money to get started, then this is the most important letter you'll ever read.

Here's what this is all about...

I've just released a brand new course called "How To Write, Publish and Promote Your Own Profitable eBook". This powerful new course will show you step-by-step how to create your very own eBook, and make a ton of money selling it online... and here's the good news...

It's Now Easier To Create & Sell eBooks than Ever Before!

This is great news for you, because you can take advantage of all my hard work! You now have a chance to learn all my hard-won secrets of creating eBooks that really make money. But it doesn't stop there, you'll also learn how to market them online, drive tons of targeted traffic to your website, and earn a very comfortable living online.

Imagine how great it'll feel to wake up in the morning, check your email, and see that while you were sleeping... your "simple little website" was actually making money for you! It's a great feeling, I tell you!

Many people decide to do this full time, but even if you choose to hang onto your day job, you'll go to work with a greater sense of accomplishment... **knowing that you have an edge** over the everyday person who has to live paycheck to paycheck.

Your Little Money-Machines Will Pump Out Cash, Even When You Don't Lift A Finger... Now THAT'S Freedom!

You'll learn how to set up a completely automated system that frees you up to do the things that you really enjoy. If you've always thought that running a profitable internet business was difficult, you'll be shocked and delighted when you see how easy it is, once you try my methods for yourself.



Here's just a few of the benefits of running your own eBook business:

Low overhead and high profit margins: there's no other business that takes this little to start up, and where the return in profits is this high.

Low risk: if you follow the steps that I share with you, I can almost guarantee you that you'll be earning hundreds (or even thousands) within a few months.

A global market: all you need is a computer, a phone line, and Internet access to reach millions world-wide, eager to pay for information you provide.

Automated system: once your business is set up and running, it can go on "autopilot", earning you income while you do other things.

The greatest advantage of all: selling eBooks will help drive traffic to your web site and generate new customers and leads.

"How To Write, Publish and Promote Your Own Profitable eBook" will give you complete instructions on how to create your own online business, and will teach you successful techniques for promoting it. Think of it as a complete online course for entrepreneurs interested in earning more income.

Learn insider tips on how to create your own eBook with advice such as:

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Important: this eBook is NOT a lot of things.

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You'll be mentored through each step as I show you exactly how it's done, from finding my initial topic, to outlining the chapters, to

researching the book. I didn't leave any part of the process out, and cover each part in detail.



What About Marketing?

You'll also learn the top-notch marketing techniques that I personally use to promote my eBooks. These are methods that have earned me a ton of money each and every year. If you follow the advice in eBook marketing revealed, there's no reason you shouldn't be able to do the same.

Here's just some of the marketing tips, tricks & tactics you'll discover:

What makes self-publishing and marketing your own eBook the fastest, easiest, and most cost-effective method of increasing your income available today.

Why people buy eBooks-and the topics they want to learn about.

How to create a best seller, **even if you can't write worth a squat!**

The best methods for promoting your eBook-and where to promote it.

The secret of getting others to promote your book (get them to sell for you, while you sit back and earn).

How to generate passive income from your eBook-and why it's important.

How to automate ordering, payment, and downloading your eBook. You won't have to do any of the work with this innovative system.

You can be earning income like this, within just a few weeks, if you follow the steps that I carefully outline for you. I haven't left anything to chance, because I want you to succeed.

I'm sharing with you methods and skills that have taken me years to learn, and that I wish others had taught me when I was starting out. Tips that I learned through hard research, as well as trial and error, finding out what really works, and what doesn't.

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How to choose the best publishing software for your project.

Which eBook compilers have the features you'll want and need, with a review of the major ones.

How to protect your eBook from copyright theft.

Which methods and formats to use for delivering your eBook.

How and where to submit your eBook for maximum exposure with a list of resources.

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...and this is just the beginning. You'll learn how to create powerful eBooks using my "secret blueprint" that practically anyone—even those with absolutely no experience, no "technical skills" could follow. But there's one aspect that I cover in especially deep detail, because it's vital to earning income from your eBook....

You'll Learn How To Market Your eBook Like The Pros Do!

You could write the greatest eBook on earth, but if people don't find out about it, it won't sell. I'll help you learn how to market your eBook online to maximize its exposure, and help make sure that it gets seen-and sold.

I'll teach you:

How to create a "killer" mini-site designed to sell.

Pro tips on web site design, graphics and content for maximum appeal to customers.

Choosing the right domain name to increase sales.

Taking care of the backend: payment processing, setting up a download page, and automating customer support.

How to price your eBook competitively-and make sure it's at the right price for your market.

Insider tips on how to boost sales from your site.

Discounts and members-only areas: what you need to know about these powerful marketing tools.

Testing your ads-and why you want to do this to save money and increase your profits.

Viral marketing strategies that are proven to work-and help sales take off!

The ins and outs of autoresponders, and how to use them effectively.

Writing great sales letters and PPC ads-how to create ones that will beat out your competition!

How to get great reviews and expert testimonials-and why this is vital to your marketing.

How to create your own affiliate program-and get others selling for you!

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