

With 14 Bonus Chapters By
Rusty Fischer, Author of Beyond The Bookstore

And Additional Tips From The Experts Including:
Alan Jacobson, Jonathan Mizel, Neil Shearing
Yanik Silver And Dr. Jeffrey Magee

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Introduction



About the Author

Hello, my name is Steven Schneiderman. I want to give you some background about my credentials. I am the founder of [EbookoMatic](#), The Instant Online Ebook Publisher – the only place on the Net where an author can publish, promote, distribute and sell unlimited ebooks across multiple web sites -- within minutes.

In addition to being a publisher, I am also an award-winning author. Over the years I have published poetry, essays, columns, and technical and business articles for both print and online publications.

I started out as a lecturer teaching writing at Queens College at the City University of New York, and then rapidly climbed the corporate ladder where I have spent most of the last 20 years in marketing both on and offline.

I'm telling you all of this not to impress you, but because, to the best of my knowledge, this is the first time someone with so many different perspectives has written an ebook on the subject of publishing.

This ebook is as much about what you need to do to make your ebook sell, as it is about what you should not do. It is about ebook sales, marketing, and promotion.

Based upon my education and my experience, I think I have earned the right to talk about this subject matter, and I believe that I have developed enough expertise in these areas to write this ebook.

Some of what I say may sound familiar or echo the thoughts of others who published before me. My purpose is not to duplicate, but simply to hammer home the innate truths about ebook marketing and sales. Some people never listen.

If you have read ebooks by Chayden Bates, Ken Silver, Monique Harris and others, and you are still trying to figure out how to make your ebook sell, then you

probably are not listening or acting on the advice that these very bright and experienced people have already given you. My suggestion is to reread their ebooks, to develop a plan of your own, and to work that plan much more aggressively.

Why Do We Write?

That's a question I often asked my students. Why do we write? We write to share our hopes and dreams, our aspirations and fears, and our ideas and knowledge.

Not everyone is a natural born writer.

Some have the desire, but not the mechanical skills and abilities. Some lack the breadth and depth and richness of language. Others simply believe they have a story to tell, but in reality they lack a voice of their own and the quality of content.

Not everyone was born a writer.

This does not mean they cannot be taught to write well. Anyone can acquire the skills to do so. When I was lecturing, I encountered many students for whom English was their secondary language. Perhaps they were great communicators in their native tongue, but making the transition to English, with all of its innate complexities, was possibly the biggest challenge of their lives. My job was to help them to discover the words to verbalize their thoughts, and to show them the basic constructs of combining those words to form the written sentence. And from those sentences came incredible observations about the world around us -- and many wonderful stories.

Can You Make It As A Writer?

Presumably you have purchased this ebook to learn more about how to sell your own ebook. There are two kinds of books: fiction and non-fiction. You either write about that which has never happened or about things that happen to us everyday. You are either a poet or novelist or a journalist and subject matter expert.

In both mainstream print publishing and electronic online publishing, the books or ebooks that sell the most are not the world's greatest stories but ebooks that share knowledge and experience in fresh, compelling ways.

That may be a big disappointment for those of you who are creative writers. Sorry, but it's best to state these truths in the beginning.

This does not mean there isn't a place for creative writing or that creative writing does not have a market – far from it – consider the huge commercial successes of fiction writers like Stephen King or John Clancy or even the classic authors of

the last 100 years. However, those authors who write non-fiction ebooks frequently outsell the ebooks of fiction writers.

I am telling you this to better manage your expectations. You may believe that you have written the world's greatest novel. Perhaps you have, but the harsh truth is it will most likely remain unread by the masses. Neither editor, nor publisher, not reader will embrace it. It will not rise to the top of the bestseller list. And you will not become famous or wealthy from it.

There are exceptions. I went to school with someone who eventually became a published, best-selling novelist. His first and second books have done well in both hard and soft cover, and he is now at work on his third and fourth novels. His name is Alan Jacobson and you'll read more about his thoughts on book marketing later on.

I know other authors who have done quite well, too. Their successes are but a fraction of the total number of authors out there seeking fame and fortune through publication.

The vast majority of author's works remain unread, and that's partially why I created Ebookomatic – so unknown authors could have a vehicle to showcase and sell their works electronically.

Why Ebooks?

I first became aware of ebooks in 1993 when I discovered a growing subculture of online marketing gurus who claimed to know how to make money on the Internet. They all offered their courses in ebook format that could be purchased and downloaded from their web sites. I bought them all: [Corey Rudl](#), [Marlon Sanders](#), [Michael Campbell](#), and [Yanik Silver](#). I examined all of them and looked for patterns.

Some of these marketers have built huge, multi-million dollar businesses revolving around the promotion of their knowledge. For the most part, the content is excellent, even when the writing is technically not perfect. The presentation is usually very thin – just the facts. There's nothing wrong with this approach. It's hard to be critical when you realize that most of these writers have consistently made a lot of money over the years, and will no doubt make millions more in the years to come.

How Do They Do It?

How do the experts make their ebooks sell? It is actually very formulaic. Regardless of actual content, the ebooks are pretty much written and marketed and sold the same way each and every time -- a cookie-cutter approach that seems to work and gets easier and easier after their first successful release.

They write an ebook that contains information that people are hungry for – in the majority of cases; this information is about making money. These experts created powerfully worded sales pitches on their web sites -- long sales letters with lots of examples of people using their methods to make money – tons of testimonials. Their sales message grew more and more compelling as you read it. The more you read about their product, the more you wanted to have it. You didn't just want it – you needed it.

They priced their ebooks above market expectations, often over \$200.00, to separate themselves from the pack. Such prices seemed to say, "My book is of great value, and it can only be purchased by those people who will use my knowledge effectively." And they sold ebooks -- virtual mountains of ebooks.

And these experts make millions more, year after year, by building ever-growing cults of affiliates who help to market their ebooks on their own web sites in exchange for large sales commissions – some paying over \$100.00 per sale.

Affiliate Webmasters place banner ads and endorsements on their sites – visitors click on these ads to learn more about the ebooks – and when they purchase the ebooks, the Webmaster receives a big check. There are Webmasters who make over \$10,000.00/month from the sales of such products, so naturally they are very loyal to these information ebook gurus.

These initial ebooks typically are followed by more ebooks, and with an established audience, future sales become easier and easier. In a very real sense, the first ebook lays the groundwork for building an unlimited money machine.

How Can You Make Your Ebook Sell?

OK, if you are going to attack ebook publishing seriously, then you need to understand the difference between a few simple terms:

- **Publishing** an ebook is not the same thing as **marketing** an ebook.
- **Marketing** an ebook is not the same thing as **selling** an ebook.
- **Selling** an ebook is **no** guarantee of wealth.

Got all that?

- **Publishing** an ebook simply means you are making it **accessible** to the masses for purchase.
- **Marketing** an ebook means you are **creating an awareness** of its availability and value.
- **Selling** your ebook means you are actively exchanging your ebook for **money**.
- **Getting rich** is about marketing your ebook more and more aggressively to the masses, and the **masses** buying it.

That said, there are a few things you need to do to position your ebook for sales:

- First, you must realize that if you have a creative work of fiction like a novel, the chances of it selling in large volume and making you wealthy and famous are very slim indeed. If you have an informational product that will appeal to a target audience, your chances of sales success are greatly improved.
- Second, you must realize that your ebook, no matter how wonderful it is, will not sell itself. If you are an unknown author, people do not know you even exist. And if they do not know you exist, then how will they ever find your ebook? You must promote yourself and your ebook aggressively and voraciously, and once you pick up some momentum, continue the aggressive promotion.
- Third, you must have an ebook that appeals to the masses. There is more bad fiction out there than you can imagine. So many people fancy themselves writers. So many believe they have written the world's greatest novel. So many believe they have a unique story to tell. The truth is most of their books are not original, not well written, and will never sell.
- Fourth, if you decide to market an ebook, you need to make it easy to find, easy to read, and easy to purchase. Then after the purchase, you need to stay in touch with your audience and build an extended family of readers. **If you are loyal to them, they will remain loyal to you and continue to purchase your future ebooks for years to come.**

I advise you to stop here before moving on, and reread this Introduction. Once you have these thoughts ingrained, feel free to move on to learn more.

Wishing you the greatest success,

A handwritten signature in black ink, appearing to read 'Sch.' with a stylized flourish at the end.

Steven Schneiderman

Crafting The Perfect Ebook

Complete Your Manuscript Prior To Publishing

It's an odd thing. As a publisher, I can't tell you how many times an author has asked if they can revise their ebook at some point in the future after it is initially published. Of course, I run a fairly flexible service, so the answer is "Yes," but I always ask, "Why?"

If you are going to publish an ebook, either by yourself or through a publisher, you need to put your very best foot forward from the onset of the project. Never publish a manuscript that is not ready for its audience. It's like shooting yourself in the foot. Have you ever seen an author publish a print book and then publish revised versions a week later? It would be a bad practice. If your manuscript is not ready for publication, then wait until it is ready and mature.

While you may be able to improve upon or expand upon the initial ebook at some future date, relying on your readers to proofread your ebook is the best way to lose reader loyalty. And trust me, any author worth his salt is concerned with building a loyal following. The way you do that is to always craft and deliver the best ebook possible.

Do it right the first time and set the expectation for future ebooks, and you will begin to build a loyal following of readers who will always buy what you sell. This explains the popularity and repeat sales of marketing gurus such as [Corey Rudl](#), [Marlon Sanders](#) and [Yanik Silver](#).

Pre-publication Checklist

Most writers use Microsoft Word to prepare their manuscripts. Follow these helpful tips to get started publishing your first ebook:

- Make sure your work is original. If not, be sure to include credits of your sources.
- Design an ebook cover (text is OK but graphics grab the eye better). People do judge an ebook by its cover.
- Include a book title and author name in the page headers.
- Include page numbers in the footers.
- Divide the book into chapters if needed.
- Apply title styles to chapter headings.
- Include a Table of Contents.
- Use double line or one and half line spacing.
- Use easy-to-read standard fonts like 12 point Times Roman or Arial.
- Limit the use of colored or fancy type except for book titles.

- Limit the use of unnecessary clipart to make your ebook compact in size.
- Insure you have the rights to reproduce artwork and extended quotations.
- Include an About the Author page.
- Include a Copyright notice.
- Include contact information.
- Include a Disclaimer page.
- Include a Credit page for quotes and references to other works.
- Check spelling, punctuation and grammar three times.
- Remove any passwords or security settings from the file.
- Save the file using a descriptive file name.

Five Requirements for Success

How do you craft the perfect ebook? It's not easy.

- First, you need content that excites the imagination of its readers. This can be fiction or non-fiction. Bottom line: the manuscript needs to be mature and ready for publication. If you are still revising, it isn't ready. Don't sell works in progress.
- Second, it must be well written; this includes perfect use of language, punctuation, grammar, spelling, etc. If you lack the skills or time to proofread your own ebook, then hire a professional to do it for you. I have purchased some ebooks with great content but with very poor delivery. These investments – some of them quite expensive – were very, very disappointing and I would never purchase another ebook from these authors again. Don't make the same mistake.
- Third, it must adhere to some standards – it must have a table of contents, page numbers, chapters, contact information, etc. Readers, especially ebook readers, tend to expect to have a similar experience reading an ebook as they do a print book. Right or wrong, the expectation is there, and as an author, you owe it to your readership to make your ebook easy to navigate. Failure to do so simply creates a frustrated reader.
- Fourth, it must be reasonably priced when compared to competitive ebook offerings. I have watched many new authors price themselves out of the market. For some reason – perhaps they believe they will become rich and famous from their first foray into ebooks – they price their ebooks exceedingly high – sometimes as high as a similar print book or ebook by a well known author. Stephen King can fetch \$25.00 for an 800-page horror novel, but John Doe cannot. [Corey Rudl](#) can sell a new marketing course in ebook format for \$150.00, but John Doe cannot. You must be realistic in your pricing. Go to a bookstore and price out similar print books by lesser known authors and publishers. Then price yours even lower

because the cost of production is essentially zero with an ebook (true, you have the basic cost of conversion but this is negligible).

- Fifth, it must be marketed truthfully and accurately and fulfill the expectations you set for the reader. Nothing is worse than to watch new authors brag how their ebooks are going to radically transform their readers in some life-changing way. Show some restraint when describing and marketing your ebook. Be honest. If it's really that good, then use testimonials. The words of others are always much stronger than your own. Show – don't tell.

Recommended Resources

Ebook Editing Services: Pamela Miller who is a terrific technical writer runs this site. She understands language, punctuation and grammar better than most, and her prices are very reasonable – based upon the size of the manuscript and the turn-around time requested. I know you will be very happy with the quality and speed of her work. If you are clueless about manuscript preparation, lack the technical ability to use Microsoft Word properly, or simply need a second pair of eyes to proofread your work prior to publishing, contact Pam today.

eCover Generator: People do judge an ebook by its cover. If you lack one or if you have a very amateurish looking one, then you are doing yourself and your work a great disservice. It's like going on sales calls dressed in ripped jeans and a loud t-shirt. Put your best foot forward and dress your ebook for success. This easy-to-use software requires little to no graphic skill. You simply select a ready-made template (from over 100 included with the software), add your ebook title and name, and presto, you have a professionally designed 3D ebook cover. It looks and works like magic.

Ebook Cover Creator: This site features an abundance of recommended tools and design services to help you to get an ebook cover that fits your needs and your budget. Samples of recommended top designers appear online as well as reviews of competitive software products you can use to create your own covers.

Publish Your Work

Electronic Publishing Options

There are many ways you can publish your work electronically:

1. Purchase Adobe Acrobat and convert it yourself. Of course, with this method, you'll need to be fairly literate with Microsoft Word and Adobe Acrobat.
2. Purchase a popular ebook compiler and convert it yourself. Most compilers require your ebook to be in HTML format first and generate an EXE file that can only be opened on PCs, thereby excluding a large Mac audience.
3. Hire someone to convert your manuscript into an ebook for you. This is the most direct and easy route to go; however, costs and quality of services do vary, so be sure to ask plenty of questions prior to making a commitment to a conversion service.

With options 1 – 3, even after you have your ebook published, you still need to find a way to make it available to the masses. You need a web presence, email, ecommerce transactions, and fulfillment and customer service. Most writers I have met are fairly PC literate; however, they would rather spend their time writing and not running a business. That's why I developed [EbookoMatic](#).

4. Find an electronic publisher to work with who will convert your manuscript into an ebook, and assist you with distribution, promotion and sales of your ebook. Rates and royalties vary greatly from publisher to publisher, so do your homework and choose wisely.

Recommended Resources

[Ebook Generator](#): If you are going to go with an ebook compiler over Adobe Acrobat, you should stick with an established product that has had some longevity. I recommend Armand Morin's Ebook Generator because it has features that are unavailable in competitive products, and it is very easy to use.

[The Desktop Author](#) offers you a complete ecommerce and digital rights management service. With it, you sell your ebook and unlock it only upon receipt of payment. If someone tries to pass the ebook they purchased to someone else, the copy will not open unless it is paid for and registered and unlocked by you.

Establish A Presence

Free Web Sites

There are a great many ways to establish a presence on the Internet to market your ebook. If you have a limited budget, as so many do, you may create a free web site through any number of free web space providers.

Check the free services being offered by established search engine and portal sites. Most of these free web services provide online templates that you may customize with your own content and graphics. You may, however, be limited when it comes to ecommerce services for taking and fulfilling orders.

Also, consult your Internet service provider (ISP). Many will be happy to provide a few megabytes of storage space for a personal web site. In this case, you will frequently require FTP access to their web service and an HTML editor to create your web pages. I strongly suggest that you elect to use an HTML development tool with a graphical, drag and drop interface. In these types of packages, what you see on screen is what you get and they are very similar to word processors.

Hire The Best You Can Afford

If you have some cash to spend, shop around for your own web server (lease or purchase) and a reliable ISP to collocate and maintain your server 24 hours a day, 7 days per week. Also, hire professional copywriters and graphic designers to create your web site.

Just because you wrote an ebook does not mean you know anything about writing sales copy. And just because you are creative and PC literate does not mean you have graphic design ability. Recognize your strengths and weaknesses, and hire people better than yourself to help you put your best foot forward.

Granted, all of these professional services do add up, but they are usually a worthwhile investment, and will help position your site for higher traffic and your ebook for increased sales.

Dangers of Passive Marketing

Many authors will simply choose to list their ebook on an electronic publisher's site and expect sales to magically happen. Even with high traffic publisher sites, a first-time, unknown author who markets their work only in this way should not expect more than a few sales per month – if they are lucky. This is a very passive form of marketing. Do not expect much from such a limited effort.

The Power of Mini-Sites

Other authors create very focused web sites known as mini-sites. These sites usually consist of a single web page with a product banner at the top of the page, an ebook cover graphic, some headlines, and then a very focused and compelling sales pitch. These mini-sites tend to generate money very well, but they must be written and designed very carefully. If you lack the talent and experience to do so hire someone else to do it for you.

Use Multiple Methods to Increase Your Visibility

Just about the best advice I can give you is to use all of these methods simultaneously, but keep the sales message consistent across these different forms of media:

- Use free web sites wherever possible to boost popularity rankings within search engines.
- Leverage the promotional and advertising dollars of your electronic publishing partner to promote your ebook on their site.
- And lastly, create a well-focused and compelling mini-site to capture impulse shoppers.

Recommended Resources

Site Build-It: The ultimate way to build a steady stream of targeted visitors who arrive in that warm, ready-to-buy mood. Boost both your conversion rates and your traffic numbers. Entrepreneurs and small businesses who e-sell their own products (e-books, software, hard goods) are a perfect match for this product. You can download a free sample of the service's documentation [here](#):

Table Genie: The fastest, easiest way to create the framework of a mini-site. Just select the colors, and Table Genie builds the tables, graphics and HTML code for a professional looking web page in seconds. Insert your sales copy and ebook cover graphic, and you're done.

Targeting Readers

Find Your Audience

Know your audience before you begin marketing your ebook. If you are writing a fiction ebook that fits within a particular genre – like Victorian Romance novels – then search the Internet for sites that cater to this audience. If you are writing a marketing ebook then search for sites that cater to the marketing crowd. In the long run, if you know where your audience congregates, you will reach them faster, and generate greater interest and sales, too.

There are many tools you can use to find your audience. Search engines and site directories are great places to start. My favorite is [Google](#), and in addition to using it for performing competitive analysis, it is also a great place to find prospective readers and the gathering places they frequent.

Build Relationships With Webmasters

Additionally, I would suggest you compile a lengthy list of web sites that cater to your target audience. Introduce yourself to the Webmaster and offer a free copy of your ebook for review.

Many Webmasters love to get freebies and will frequently post reviews of products and services of interest to their visitor base. This is like getting free advertising. If they include a link to your web site or ebook listing on your publisher's web site, then you can receive a steady flow of orders.

Attempting to sell your ebook without gaining an understanding of your audience, who they are, where they congregate, what they like, etc. will almost certainly mean a lower and slower sales volume. Do your homework. You'll be much happier for it.

Market Aggressively

More Than One Way to Market

Once you know where your audience lives, go market aggressively to them. There are many approaches you can use:

- Some authors and marketers believe that if they can just get the prospect to visit their web site, then a large percentage of prospects will convert to sales. Not necessarily true and frequently disappointing.
- Others believe that if they can get a prospect to submit their email address, then they can hammer them with a series of compelling emails over a period of time, and eventually win the sale. Much stronger chance of success with this strategy.
- Still others believe that if they can get a free limited version of the ebook into the hands of the prospect, that they can convert them into a sale because the prospect will yearn for more and want to own the full ebook. This can work if the “tease” is done well, the content is unique, and the writing is top-notch.

And there are many other approaches that can be used. The truth is – I believe – that the best way to convert a prospect into a sale is to use as many of these approaches as possible – simultaneously! Don't limit yourself to a single approach.

Don't Be Perceived As A Spammer

Now you must be careful not to be perceived as a spammer. I have watched talented authors with fairly good ebooks ruin all chances for success.

With little marketing experience to guide them, they purchased a mailing list of millions of email addresses and then proceeded to email each and every one of the names on the list through large email blasts.

In the long run, they annoyed and ostracized themselves from thousands of possible future readers. In some cases, they have actually annoyed their Internet service provider (ISP) and their web site and email were shut down permanently. They had to move their services elsewhere and start all over again.

Do not spam. It is not worth it.

Multiply Yourself

I strongly believe that one person cannot expect to effectively market to the masses by themselves. You must come up with good promotional tools and copy, and then multiply yourself by establishing your own commission-based alternate sales channel. This is frequently referred to as affiliate sales, and it is relatively easy to set-up.

You can set-up an affiliate program at a very low cost by using any number of ecommerce and sales tracking services. When webmasters sign up through your affiliate program to promote your ebooks, they are given a unique affiliate code that they add to a variety of textual and graphic banner links on their web site.

When a visitor to their site clicks on this affiliate link, and a purchase takes place, the affiliate gets credited for the sale and earns a commission. You win the sale, the affiliate earns the commission, and the prospect gets the ebook. Everybody wins. Best of all, you didn't lift a finger to make any of this happen.

What's particularly neat about these affiliate programs is that they tend to be very inexpensive to set-up. The fulfillment of affiliate checks and bookkeeping is usually maintained by the ecommerce partner (no work for you), and affiliate sales can easily contribute significant revenue to your bottom line.

To run a productive and profitable affiliate program for your ebook, you need to create a dedicated affiliate marketing support page or web site. You must provide excellent sales copy and supporting graphics, and you should make a concerted effort to build a close relationship with your best affiliates.

Some of these affiliated webmasters have some very substantial and focused mailing lists of thousands of authors, and through their repeated exposure of your product, you may gradually convert a percentage of these prospects into sales without lifting a finger.

Be sure to reward your highest and most consistent affiliates with bonuses above and beyond their affiliate commissions. Learning to leverage the strengths and visibility and relationships of your affiliate channel is one of the strongest tools at your disposal.

Recommended Resources

[Clickbank](#): This Company provides the infrastructure for you to process credit card payments as well as manage your entire affiliate channel. You can create an account for under \$50.00 and be up and running within a few days.

Stay In Touch

Collect Email Addresses

As a rule, one of your greatest assets is your mailing list. It truly amazes me how many inexperienced ebook author/webmasters allow visitors to download free excerpts of their ebooks without collecting the email address of the visitor first.

This is a critical marketing mistake because without the email address of your site visitors, you cannot follow up with them to sell them the paid version of your ebook. Always collect the email address of visitors to your web site.

Make sure you ask permission to send them news about your ebook and site prior to sending them any follow-up email or you could be perceived as a spammer.

Frequency Is Key To Sales

There's an old rule of thumb in direct mail that says a prospect must be touched 7 to 9 times before they will be in the right frame of mind to buy from you.

I know of one Net marketer who earns a substantial living from selling a multi-level marketing (MLM) system and support guide. His secret is largely based on using sequential autoresponders.

The scenario works like this: once you sign up to receive more information about his product, you find yourself on an automated mailing list that sends you new email about him and his product each and every week. The emails are very entertaining, contain lots of good, free tips, and they get progressively more compelling in the sales pitch. Eventually, even the strongest skeptic will succumb. It's inevitable.

At [EbookoMatic](#) we use a similar approach. We presently offer a 10-day free trial of our service. Once you sign-up, we send a free tutorial via email every other day for the duration of the 10-day free trial. Each tutorial helps walk them through the process of learning how to use our system to publish their ebook, highlights the benefits of the system, and asks them to upgrade to the full paid membership. This results in a certain percentage of prospects converting into fully paid members.

You should consider using autoresponders in a similar way to stay in contact with your prospects, tease them with content from your ebook, and repeatedly make pitches to them to buy your ebook.

Recommended Resources

There are many places you can go to for autoresponders. Some are free to use but include ads in the signature line, while others you pay for by usage. There are also some software products you can use on your own PC or web server to manage the autoresponse process for you. Which solution is best for you depends upon your budget and overall goals.

Here are a few services and products to look into:

Aweber: This is an automated system that delivers instant information to your potential customers, and then follows up with them automatically over the coming days, weeks, and months.

GetResponse: This is another popular autoresponder system. Consistent, personalized follow up with your eager prospective customers can as much as quadruple your earnings! The more times you contact your prospects and keep them hot, the bigger the chances they will finally buy from you!

Mailloop: This one is the granddaddy of them all. This software package can manage your autoresponses for subscriptions, downloads, newsletters, etc. Extraordinarily powerful but requires some investment in both time and money.

Summary

Learn From Past Mistakes

If I were an author seeking publication, I would go about things very differently than when I first started writing and trying to publish back in the 1980s.

In those days, I would spend a great deal of time and money duplicating my manuscript and stuffing envelopes. I spent a fortune on self-addressed stamped envelopes.

And what did I get for my troubles? If I sent out 100 different queries to publishers, I would routinely receive back a few dozen preprinted rejection notices, a handful of personal responses with suggestions for improvement or tips for future submission, and perhaps one or two acceptances. Terrible odds.

And it would take forever to hear back from publishers – months – sometimes even years. And then when something did eventually get accepted, it could take up to another year to see it in print. I very rarely received remuneration for my work other than in free copies of the publication. It's enough to make any writer stop writing forever.

If I Had A Chance To Do It All Again

If I were to do it again – and I guess I am with the manuscript you are now reading – I would definitely go electronic, and while I am somewhat biased, I would use [EbookoMatic](#) (or another major ebook publisher) for widespread distribution and sales.

I would also create a sharp-looking, fast-loading, well-written mini-web site to promote my ebook in a compelling fashion to my target audience.

This combination of wide and narrow focus catches orders much faster than other strategies I have seen and read about.

I would make sure my manuscript was perfect prior to publishing it. I would insure that it was presentable, read well, was easy to navigate, and positioned me to earn the loyalty of those readers who purchased it.

I would promote my work honestly and sincerely to those people who I felt it would benefit most and who would enjoy reading it.

I would follow-up with my readership to let them know about forthcoming work, both to generate excitement and to get valued feedback – to insure I was on

target with the expectations I had previously set with earlier publications – and to insure the needs and desires of my readership had not changed too sharply.

And most of all I would be very grateful if anyone took the time and energy to both purchase and read my work. There is so much out there to choose from – so much competition for attention and market share -- that for an unknown author to receive even a few sales is actually quite an accomplishment.

Here's hoping you have learned a little something that will help you to achieve your own goals in making your ebook sell!

Bonuses From Rusty Fischer

- But it's Not a Bookstore #1
- Success with Signature Lines
- But it's Not a Bookstore #2
- E-Book Promotion Made E-Easy #1
- Slicing Up More Profits
- But it's Not a Bookstore #3
- E-Book Promotion Made E-Easy #2
- Dealing with a Bad Review
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- But it's Not a Bookstore #4
- E-Book Promotion Made E-Easy #4
- Higher Profits Through Hyperlinks
- But it's Not a Bookstore #5
- Is POD for ME?

But It's Not A Bookstore #1!

The Author of BEYOND THE BOOKSTORE Reveals Five (Other) Places to Sell Your Self-Published Book

By Rusty Fischer

We all know that selling a self-published book can be a daunting task. Finding your way into the Mega bookstores, as nearly anyone can tell you, is a Herculean effort that doesn't end once your book gets placed on the shelf.

So how does a self-published author rise above the depressing statistics and make his book one of the rare success stories? Simple: Stop thinking of it as a BOOK! This may be a difficult task for the literary professor who has just published his treatise on French Aristocrats in Turkish Cinema, but for the rest of us, it gets a little easier every day.

Yes, you hold in your hand a book that you self-published. You're proud of it, the cover makes you smile, and seeing your name on the spine is a dream come true. But what you also hold in your hand is a "product." Something to sell. Like soap or perfume, seashell sculptures or hand-crocheted potholders, you have just produced a consumer product.

So why be content with pawning it off on a few Mega bookstores and leaving it at that?

Branch out, explore, and you are sure to find a wealth of other venues to sell your self-published book.

Here are 5 — for starters:

Lights! Camera! Sales

Hey, this one might not be as hard a sell as you think. As we all know, independent movie theaters are hurting thanks to huge chains like Carmike and AMC, and are often willing to run any in-store promotion or find another sales opportunity to increase their bottom lines. So doing a book reading or signing, and offering attractive displays of your self-published book next to the popcorn salt and soda straws could just be the weekly boost your local theater needs to stay afloat!

(Sales) History In The Making

Local museums and other historical sites don't have much to offer in their gift shops, and anything they can put a "local" tag on is sure to attract their attention,

especially if your self-published book just happens to have local appeal, such as a historical scandal or gossip book! Naturally, any book by a “local author” such as yourself will be of interest to such establishments, and will help to pump up the volume in their stodgy gift shops.

And what museum manager wouldn’t want that?

I Want Candy

No, kids aren’t the only ones keeping bustling candy stores in business these days. From housewives with sweet-tooths to businessmen looking for a quick sugar fix or something to fill their desktop candy dish, candy stores specialize in giving the public what it wants. And why shouldn’t they want — your book?

In addition to selling candy by the bar, the bag, or the gumball, most candy stores attract customers by offering ready-made gift baskets, tins, or bags containing non-candy items, such as baby bottles, bachelor party gifts, or other such themed gifts. Find a theme, suggest a gift, and furthermore suggest including your book as part of it to any and all local candy store managers and you could be reaping sweet profits for years to come!

Join The Club

Local book clubs, thanks to Oprah, are springing up all over the country. Often boasting eight to eighteen like-minded souls, these groups meet often and buy books based on common likes and interests. Finding one in your local newspaper and asking to join is a great way to spend quality time with kindred souls, and chat up your book at every opportunity!

No, you won’t make a mint trying to sell your books at a local book club, but you will make valuable contacts, and eventually, you will be able to sell one copy of your book to each of its members. But like ripples in a shallow pool, if your book is any good at all, they’ll tell two friends, and they’ll tell two friends—the possibilities are endless. You just need lots of patience and a little tact to pull this one off.

E-Groups For E-Profits

Subscribing, or even starting your own, eGroup devoted to the topic of your self-published book is a great way to communicate its presence with hundreds, if not thousands, of others. Simply go to Yahoo.com and look up “newsgroups” and you’re sure to find plenty in your area of writing interest. Sign up, post messages, and always include the hyperlink to your book’s Website for great exposure, and extra sales!

Success with Signature Lines: Your Virtual Business Card!

Before I wrote my first book, *Freedom to Freelance*, I never even knew what a "signature line" was. (But I figured I better start practicing signing my name, just in case!) Then my ePublisher sent me a marketing manual that contained a tiny blurb about signature lines, which included, thank goodness, a definition. For newbies, a signature line is the sentence or two beneath your Email message, usually set off by a dashed line or series of asterisks or other cute gobbledygook.

Those Things?!

"Oh," you cringe. "THOSE things!" Yes, THOSE things. Those things are what's known in ePromotion as your virtual business cards, and they just could mean the difference between a business day with no sales of your ebook, and the sale of one or even two of your ebooks. Add that up over a week, and then a month, and then a year, and it could just mean the difference between whether or not you ever decide to publish an ebook again!

Just think about it: You're at your desk, Emailing away, back and forth, all day long. If you ever had the time, or the inclination, to count all of those Email messages, not to mention your responses to them, it would probably number well into the hundreds, if not more! Think of all the opportunities you have for telling people about your ebook.

The "Fwd." Factor

We've all seen them, those mainly annoying messages in our in-boxes preceded by a subject line bearing those three tell-tale letters: FWD! But try to see those little forwards as a promoter, not a reader. Every Email of yours that gets forwarded to someone else is a new pair of eyes for your sig line. That funny story about your drunken weekend becomes a sales pitch nonetheless. That tearjerker about your secretary's ailing grandmother could just mean a sale for your ebook on *How to Choose a Nursing Home*. You never know who could be reading your original Email, and when your sig line is attached, the more the merrier!

Be A Composer

To compose a signature line, you'll have to get a little more familiar with your Email program. Depending on which one you have, this can be hard or easy. I use Outlook Express, and it pretty much walks you through the system. Play with your signature line tools for a while, until you figure out how to use them. If all else fails and you can't figure it out, simply write yourself a signature line on a document and keep it on your desktop. (I admit, I had to do this for a week or two

until I figured mine out!) Whenever you write an Email to a potential ebook customer, simply cut and paste your signature line to the bottom. See how easy that was?

Sig Sample

Here is my signature line:

Rusty Fischer is the author of ***E-BOOK MARKETING MADE EASY***, available at <http://www.bookbooters.com/b00009.asp>.

Less Is More!

It's short, it's sweet, it's simple, and it's to the point. Don't clutter your sig line with quotes from other authors, or annoying philosophies like "Your attitude determines your altitude!" Number one, people hate that. Number two, what are you selling? The best sig lines contain your name, the title of your ebook, and where an interested person can buy it.

Depending on your Email software, you will probably have to type, or better yet, cut and paste the entire URL for your ebook purchasing page into your sig line. If you just type in www.epublisher.com, it might not show up as a hyperlink in some programs.

Happiness Through Hyperlinks

Remember, the whole point of a great signature line is that someone can look at it, see a glowing blue hyperlink, and, out of curiosity, click on it to see where it leads. If they have to cut and paste it into their Web browser, that might just be a little too much work for some people. Who am I kidding, nowadays that's too much work for most people!

When deciding on a URL, pick your ebook's main page. Don't give people the option of checking out your ePublisher's main page, or let the hyperlink take them to a review of your book that may be great, but doesn't include purchasing information. Remember, the key to Internet commerce is this: the less clicks, the better.

Two Click Maximum!

The hyperlink in my sig line takes readers straight to my ebook's main page. There, thanks to my awesome ePublisher, folks can read all about my book, including the Table of Contents, a few reviews, some author interviews, blurbs, samples, etc. Then, they are just one click away from actually buying the book. All in all, that's two clicks! On the World Wide Web, that's known as the "two click maximum!"

When *Not* To Sig!

Of course, not every Email recipient is worthy of a sig line. Yes, I know you're trying your hardest to sell that ebook and share your words with as many people as possible, but let's face it, some of them just aren't going to buy it. Your mother, for instance. No matter how many of my printed books she's bought, my Mom will NOT buy any of my ebooks. "I don't understand how to read them," she says, a woman who can cook a Thanksgiving dinner for 200 without spilling a drop of dressing. So when I'm writing back and forth to Mom, no sig lines.

Your boss is another. If you're moonlighting as a freelance eAuthor, you might not want your boss to know just how much time you have on your hands. Your wife, possibly, if your ebook happens to bear the title *How to Score With Women!* As for the rest, I'll leave that up to you. In general, however, unless it's a family member or relative who's already bought the book, use your sig line with EVERY Email. Once it's a habit, it's hard to go back!

So, whether you're cutting and pasting your sig line onto every Email you send, or just using your Email's signature line feature, make sure that you do! A hundred or more Emails a day, a hundred or more sig lines, could just mean the difference in celebrating when you get that first royalty check, or crying!

But It's Not A Bookstore #2!

Now that we've learned a little more about promoting your self-published book, here are 5 more alternate retail outlets where you can start selling it:

Home Is Where The "Start" Is!

Don't overlook your humble abode when starting down the long and winding road to self-publishing sales success. Whether you're a bonafide recluse or a verified party animal, you're bound to have some visitors, whether it's crazy Aunt Zelda or the bug man!

Place a consumer-friendly table in your foyer or visiting room, and display or stack eight to ten of your books in an attractive, inviting manner. Invest in a simple receipt book (for tax purposes) and place this discreetly in a nearby drawer or under a seat cushion. If your book bears the price near the bar code, explain that this is negotiable, and don't be a hard sell. Any family member, delivery person, or Bible salesman who buys your book is simply icing on the cake, so be willing to negotiate—a little.

After all, anything you make over the printing price is profit, and perhaps you can turn the profits from your living room sales into a better display rack somewhere down the road!

Cubicle Customers

Why limit yourself to retail outlets? You've got your foyer cash register set up at home, why not establish one at work! Invest in yet another attractive, lightweight, and simple display case, and always keep a stock of eight to ten copies of your book on hand, with more in a file cabinet if this idea takes off!

Clear this one with a supervisor or boss first, and then designate space on your desk or file cabinet for your display rack and receipt book. Make inexpensive posters for the cafeteria or break rooms, and you might even want to go so far as to create cut-off "coupons" giving employees a 10-20% discount off the regular sale price. Depending on the size of your company, this could be a real winner for you—and your self-published book sales!

Gas Attack!

Individually owned and operated gas stations or auto repair shops are another alternative to bookstores. Waiting rooms are full of antsy customers tired of the Sports page and battered *Field & Streams*, and placing a display case in a popular spot, such as near the complimentary coffee machine or television is a great way to develop customer demand. Just make sure you have an agreement

with the shop owner concerning customer theft, and you could find that car repair customers turn out to be some of our more avid readers—and hopefully—customers!

Get Fit!

Depending on your body type, and type of book, the local gym or fitness center could just be a great place to rack up some very “healthy” sales. Anything to do with food or fitness, fashion or sports would have a great chance of picking up extra sales between the sauna and the shower, and even books that specifically appeal to men or women, such as adventure stories for the former and romances for the latter, can be offered along with the spandex and headbands in the obligatory gift shop on their way out.

Whether this gift shop is just a greasy sales counter or a stand-alone storefront at your local gym, don’t overlook this great place to offer your self-published book.

Reunited (And It Sells So Good!)

Planning a family reunion anytime in the future? If so, be sure to bring a carton of books and have them ready for quick sale. If not, WHY not? Your family members are some of the only built-in customers you’ll find—anywhere! So you might as well take advantage of them. After all, not only will most of them buy a copy, but many will want to buy copies to sell to their friends, or even give away down at the Moose Lodge or retirement home. After all, nothing’s worth more than bragging rights to a loyal family member! And signing your books ahead of time makes them keepsakes to treasure for generations to come.

E-Book Promotion Made E-Easy #1!

Writing your new ebook? Piece of cake.

Getting it ePublished? Nowadays, it's almost just as easy.

Convincing customers to plunk down real money for your virtual words? Now THAT'S hard work!

Today's eAuthors are quickly finding that just because their work is ePublished, that doesn't necessarily mean it's also eProfitable! But with these 5 great tips, you can make ePromotion eEasy — for FREE!

Chop It Up!

One of the best ways to promote an ebook is to let people see some of it first—for FREE! Best-selling authors do it all the time, serializing the first several chapters of their latest releases in magazines, or often tacking on the first chapter of their upcoming book at the end of their latest paperback release. Why not follow this practice for yourself?

Run an Internet search and find several Web sites or newsletters devoted to your ebook's genre or topic, or even on writing ebooks. Have several 1,000 word excerpts from your new ebook that can stand on their own as independent articles ready. Submit these to your chosen sites or 'zines and include a brief blurb or signature line including your name, the ebook's name, and your ePublisher's URL to accompany the article. Hey, for those sites that pay, you could even make money while promoting your new ebook at the same time!

Read The Fine Print!

If at all possible, include your ePublisher's URL on your ebook cover art. This may not matter much when the cover is displayed on your own ePublisher's download page for your book, but it comes in handy when you use the cover art to represent your work on other Web sites or in printed matter.

To fit, the print may have to be small, but when you can post your cover elsewhere without a caption or the option of linking to your ePublisher's Web site, this little trick more than makes up for it.

Holly Daze!

Use those hokey holiday notices (Mother's Day, Valentine's, etc.) in your local newspaper to your advantage. These offers are generally FREE and usually edited by the lowest assistant to the assistant editor on the totem pole, so it's

quite possible that you'll be able to slip in a reference to your new ebook as the perfect Mother's Day or Valentine's gift (along with a sweet message to your Mom or sweetheart, of course). Be sure to include the ePublisher's Web address whenever you can!

Sunday Schedule!

Don't forget the want-ads! These little beauties are full of business opportunities in the making, and just because you've got a day job or are a full-time freelance writer shouldn't mean that you forget about them entirely.

Scour the Sunday paper for freelance writing opportunities, part-time editorial or copywriting positions, or simply to find contact names in your ebook's topic or genre. Offer your services to any and all comers and soon you could be making extra money AND promoting your ebook, all at the same time!

Start Before You're Through!

Remember, this is YOUR book. Your ebook. The rules are different now. You can start promoting your ebook before it's even through! For instance, many search engines take weeks, if not months, to actually post your link on their Web sites. Use this down time to begin posting self-promotional articles on writer's Web sites or freelance e-zines. As soon as you've got a link or a Web credit, submit it to all the major search engines. When the ebook comes out, you'll already have this built-in material to post on your ePublisher's, or even your own, Web site.

Slicing Up More Profits (By Cutting Up Your E-Book!)

While promoting your ebook may seem like a daunting task, the following marketing tip is one option that was put into place the moment you finished writing the book!

Be A Lumberjack!

Let's say you've writing an ebook on gardening. Let's say you named your ebook "Gardening for Goofballs!" Let's say your ebook, *Gardening for Goofballs*, is 50,000 instructive words designed specifically to draw out the green thumb in all of us. How do you promote it? Sure, you can throw up a Website, pay for advertising in a hundred different gardening newsletters, or put up a billboard on I-95! Or, you could simply revisit your manuscript and begin--chopping it up!

First things first. Take out that contract you signed with your ePublisher and read it carefully. Somewhere buried within the percentage of royalties you'll receive on CD sales and the length of the contract, you will find a stipulation allowing you to post up to a certain amount of the book on the Web for promotional purposes. I've worked with several ePublishers by now, and this is pretty standard fare. My current contract says I can post up to 30% of the manuscript for promotional purposes.

Crunching The Numbers!

Hey, it may not sound like much, but let's do the math. At 50,000 words, your gardening opus is a fairly large ebook. Cut away 30%, and you've got 15,000 words free and clear before your ePublisher picks up the phone and calls Ed Bradley! And, since most Website, newsletter, and zine editors prefer articles that are below 800 words, that's almost 19 whole articles you can pitch! Not bad for a day's work.

Back To The Basics!

First, revisit your manuscript and look for stretches of your writing that can lend themselves naturally to nice, 800-900 word articles. Something like "how to buy ten pairs of gardening gloves for a dollar" or "where to get great seeds half-price" would make any gardening Website editor drool. Cut and paste those 800 words into a separate document and give each one a snappy title that will really turn reader's heads, such as "Go Glove Crazy!" or "Save on Seeds!"

Just as important, give each and every one of your articles a subhead, such as "The Author of Gardening for Goofballs Reveals How To Get More Gloves For Less Bucks!" This brief blurb establishes you as an expert immediately, and if

you can manage to work the title of your book into your article once or twice, it also establishes your ebook title in the reader's mind.

Easy Formatting For Esubmissions!

Next, format your new articles for easy eSubmission. This involves getting rid of paragraph indents and putting a space in between paragraphs instead. Lose all of that fancy formatting like bold and italic type, and use ALL CAPS for emphasis instead. (But not too often, as it gets REALLY annoying!) Save the files in an easy-to-remember format as well, such as "Cheap Gloves--Your Name," in case an editor asks for an attachment. This gives her the title and your name up front, in case she forgets what it's about a week or two after you send it. Great, now you're ready to go.

Bookmark This!

Now, run an Internet search for compatible keywords, such as "garden," "gardening," "plants," "flowers," etc. Bookmark the sites that either run gardening columns, articles, or ideas, until all of your search terms have been expired. Chances are, you're going to have a pretty big list! With your articles eFormatted and saved accordingly, start with the first site in your bookmarks and contact the editor. A name in the greeting is always good; it sets your submission apart from the daily amount of spam most editors get, and remember keep your opening short and brief.

I usually say something like this:

My name is Rusty Fischer and I am the author of *E-BOOK MARKETING MADE EASY!* I found your site both interesting and useful, and was hoping your visitors might enjoy the 850-word article that I've pasted below. It is about promoting your ebook and I think it is both entertaining and educational. I hope you agree. Thanks in advance for your time and consideration and I look forward to hearing from you . . .

Then I include my contact information, a few asterisks to separate it, and the entire 800-word article, which has already been formatted for easy eSubmission. That's it. Once you write the first one, simply copy the entire message from your "sent mail" folder and paste it into a new email for each new editor you contact. Before you send it, type in the appropriate editor's name and ship it off!

Patience Is A Virtue!

Chances are, you will probably tire of sending off articles before you run out of bookmarks! After submitting to all of them, however, sit back and see what happens. Many will respond, some will not. Most editors in today's fast-paced world are looking for something to fill their sites, newsletters, and 'zines with, and

find quality articles by experts to be few and far between. You may not be offered any money for these articles, but you will almost always get a three to four sentence byline after the article, complete with a hyperlink to, what else, the ordering information for your ebook!

Putting back on your accountant's cap, you can see just how profitable those 15,000 words can be. What will most likely happen is that you will settle in with a friendly group of trustworthy editors who enjoy your work and want to help you help themselves! You will farm out your 19 stories to them over time, complete with numerous references, not to mention hyperlinks, to your gardening book, and eventually establish a Web presence that you were formally lacking.

Who knows, *Gardening for Goofballs* just could grow as big as Jack and the Beanstalk!

But It's Not A Bookstore #3!

Now that we've learned a little more about promoting your self-published book, here are 5 more alternate retail outlets where you can start selling it:

Weave A Web (Site)!

Remember, just because you've self-published a print book, that doesn't mean you can't offer it for sale on the Web. Many companies offer Web hosting for FREE, and with the simple templates they provide you can have your very own "store" in cyberspace after a single weekend. Search for "free Websites" or "free Webmalls," etc. and you are bound to find more sites offering these services than you can shake a cyberstick at.

Create a simple yet attractive Website featuring your book cover, a summary of the book, a few of your promotional blurbs from reviewers (or friends with snooty titles), a printable order form if they feel like mailing you a check, and look into eCommerce solutions like PayPal.com or Ccnw.com to handle online, secure credit card transactions.

The Internet is just one of many alternative places to sell your self-published book—in cyberspace!

Be A Sport

No, your book isn't on sports. No, a sports hero isn't your main character. No, it doesn't even have any pictures of base-, foot- or golf balls on the cover. But that doesn't mean it won't fit into the local sporting good store's book rack. Sample the tomes on this shelf before approaching the store manager, and you'll see that books on basketball coaching are in between books on saltwater fishing and weightlifting, owing to the varied interests represented by most sports enthusiasts these days.

So why not slip your mystery, self-help, or nonfiction book in with the rest. After all, some of those sports books are really boring. Wouldn't your new thriller blow the competition away?

Party On!

The recent rise in popularity of so-called party stores offers self-published authors a brand new opportunity to offer their books to customers who are in the mood to party. Your book on wedding planning, birthday games, or even your kids book on blowing up balloons would all make a great addition to any party store's inventory, but don't stop there.

Books on golfing would go great in the section for fathers, romances would go great in the section for Moms, and there's a section for every holiday of the year so your book on Halloween mask painting would be a sure winner! Better yet, offer to do a book signing and really be the life of the party.

Retire Early

Today's senior citizens love to read, and they have plenty of time to do it! Retirement homes and assisted living facilities are hosts to numerous different art forms, such as live entertainment in the social hall and activities as far-ranging as Easter egg hunts to Christmas caroling. Many have built-in libraries, full of Zane Gray and Robert Ludlum, and most such establishments bill their clients each month for such on-site amenities as room service, haircuts, and prescription delivery. Why not add yours to the bill by making it available in the library or social hall.

Offering to read chapters aloud to the guests is a great way to build interest in your book, and making sure to have ordering information available in the back or even the front of the book is a great way to get repeat customers for friends and gifts.

Airing Your Dirty Laundry

Anyplace where people are forced to sit and wait for hours at a time is a good one to sell your book, and people definitely sit and wait at coin laundromats. Between the spin cycle and fluff and fold, they are held hostage with nothing to read but year-old copies of *People* and the "Don't Sit on the Washing Machine" signs! Providing the owner with an attractive display, a stack of your books and the opportunity to make a little extra cash could be your first step in giving them a reading alternative they could treasure for years to come.

E-Book Promotion Made E-Easy #2!

Today's eAuthors are quickly finding that just because their work is ePublished, that doesn't necessarily mean it's also eProfitable! But with these 5 great tips, you can make ePromotion eEasy — for FREE!

E-Groups For E-Books

By now you've bookmarked your favorite freelance writing, ePublishing, and Internet Marketing Web sites. You've found your favorite message boards. You may even have stumbled on a few worthwhile discussion forums as well. What's left?

Join an e-mail newsgroup dedicated to your topic, or that of publishing, writing or even freelancing, and pitch in. DAILY. Make it a habit, say half an hour in the morning, at lunch, and in the evening, and always post a helpful critique or review or advice. Make sure your signature line is attached, of course!

Link To It!

Forget making your own fancy link buttons or using clip art directional arrows: Use your cover art as a link button for everything on your Web site! Hopefully your Web composer will have a resizing option, and this way you can either blow your book cover art up to make it bigger, or shrink it to use instead of link buttons and directional arrows.

This works best when customers see your cover art somewhere else after or before viewing your own Web site, where the proliferation of cover art is hard to miss. In the growing world of ebooks, there's no such thing as overexposure, and every time a potential reader sees your cover art, it serves to validate your ebook as a reputable offering in this World Wide Web of Words.

Share The Wealth!

Why by a hermit? Do some snooping around at your favorite message boards, Web sites or newsgroups and try to partner with another author who is equally promotion minded. When you've found a likely candidate, suggest that the two of you bundle two of your ebooks together as a special deal at a special rate. This saves you the time of having to write an additional ebook or ePamphlet to offer with your own ebook, and doubles up on the amount of readers who may be buying your story because of your partner's fan base.

This one may take a little time, since you obviously have to keep in mind several issues. For one, you need to find an author whose ebook is in the same genre as yours. Also, it's best to find an author from another ePublisher, so that you both

get the maximum amount of exposure from two different venues. Lastly, you want to find someone who is willing to share the wealth and not get greedy!

Be Prepared!

Always, always have 1, 2, 3 and 4 line, 10, 25, 40 and 50 word descriptions of your ebook ready, at work and at home, for quick and appropriate by-lines and signatures for any and all uses. Store them in your e-mail program or in a Word Document, and keep them on your desktop.

Often an unexpected sale of an article or offer to join a link exchange program comes across the wires weeks or months after you've given up on it, and having your blurbs ready when the editor or Web mistress asks for one is a great way to make sure you're saying the right thing, that also maximizes your ebook to its fullest potential, instead of just typing it up on the fly!

Be Nice To Newbies!

Offer tips on newbie message boards, in addition to those you normally lurk around at. Attach your signature, of course, and invite personal e-mails and questions from these inexperienced folks. E-mails back to newbies are easy for them to forward and these grateful greenhorns are notorious for sharing any and all of their helpful e-mails with other newbies, who then forward them along to their newbie friends and so on.

So, quite possibly, your helpful little tidbit on query letters at 9pm on a Tuesday night could realistically reach ten, twenty or more newbies by Wednesday morning! Not bad for answering a simple question.

Your Book Stinks, Or: Dealing With Bad Reviews!

Well, it finally happened. After three or four cushy reviews by freelancing friends and chummy editors, I got my first bad review. Okay, so it wasn't bad. After all, at the end, the reviewer did give the book 4 out of 5 stars and said, I quote, "for the price, this book of tips can't be beat!" Still, it left me feeling like the redheaded stepchild sitting on the bench at a junior high dance.

Still, after a sleepless night and the fear that all my friends and family would be laughing behind my back (Yeah, cause they actually red my reviews. Right!), I saw that there was plenty left to do with my "bad" review. Here's how:

Read Between The Lines

Many a bad review has been turned around by a competent spin-doctor. Just look at this summer's lackluster blockbusters. Their ads always blare that somebody or other "raved" about it. Chances are, had we read the actual review those "raves" came from, the word "rave" would be buried between such other words as "crud," "junk," and "crap!"

So, next time you get a bad review, simply begin reading between the lines. Even my bad review got 4 out of 5 stars. So I used that, saying something like "Rhoda Reviewer, editor of Rhoda's Reviews, gave E-BOOK 101 4 out of 5 stars!" (Hint: Always use an explanation mark when putting a good spin on a bad review! See how that works?)

Blurbalicious

Next, scour the review for positive "blurbs" that show off your book in the best possible light. Blurbs, those short and sweet little quotes from reviews that you can sprinkle over your Website, book cover, book page, or even in your Email signature lines, are an invaluable tool for the author busy promoting her new book.

After all, any review is a good review, even a not so good one. So use what you can and make the most out of the few positive things your reviewer said. Did they like the cover art? Use that quote. Did they like the title? Use that. From the review in question, I was actually able to cull two or three quite positive blurbs that I scattered throughout my usual promotional material. If you never read the entire review, those braggadocio blurbs made it sound like the whole thing had been a rave!

Less Is More

Finally, realize that the less attention brought to a bad review, the better. I usually link like crazy to a good book review. For instance, I send it straight to my ePublisher for my ebooks, and she posts it the very same week. For my POD books, I head straight to the edit feature of my book sale page and add the review in the handy form they provide so that it appears there quickly. However, that's in the case of good reviews.

On the other hand, I don't want readers and potential customers to see ALL of a bad review. In that case, I avoid hyper-linking it on any of my promotional pages. I just don't do it. It's hard, too, because reviews are so hard to come by these days, and every self-publisher knows that reviews are a precious commodity and invaluable sales tool. Still, it's better to have three good reviews and keep things positive, than have three good reviews and one doozie.

After all, which one do you think most folks will remember?

E-Book Promotion Made E-Easy #3!

Today's eAuthors are quickly finding that just because their work is ePublished, that doesn't necessarily mean it's also eProfitable! But with these 5 great tips, you can make ePromotion eEasy—for FREE!

Techno 2 For 1!

Reach back into your earlier or most recent unpublished writings and offer a 2 for 1 sale. In other words, bundle your ebook with previous writings and offer a discount. For instance, to accompany your ebook entitled Gardening 101 and make it more attractive to buyers, bundle it with a short pamphlet called "25 Great Ideas for a Beautiful Garden."

Clear it with your ePublisher, of course, but this is a super way to offer readers an extra dose of appreciation for taking a chance on an unknown eAuthor. Make sure the novella, series of articles or pamphlet is worthwhile or entertaining, and readers will remember you for it. There's nothing worse than investing in a new technology such as an ebook, and finding it un-entertaining or not worth your while. Not only will a shoddy ebook ruin your reputation, but it hurts the rest of us as well!

Knowing Your Capitals!

No matter what the context, always type the title of your ebook in ALL CAPS! With all of the linking and FREE press you've been busy drumming up, you never know where your ebook title could wind up. Typing in your title in all caps will therefore make it stand out wherever it winds up. Many eAuthors don't utilize this tiny trick, and when scrolling through a page of regularly typed ebook titles, yours will therefore stand out.

It's a little thing, but it counts. More importantly, it's FREE!

Unite!

No sense doing all of this promotional stuff on your own. Form a group of like-minded individuals and spread a little of the work around. Use one of those FREE local ads or Arts listings in the paper and suggest that local writers form a new group for eAuthors, freelance writers or self-publishers, etc. Whether you get one or ten responses, two heads are better than one, and eleven are better than two.

Meet at a local library or other public place until you get to know everybody, and make firm plans for how you can all help each other. For instance, if you've all published not-so-best-selling ebooks, offer to read each other's efforts and write

reviews on them to be posted on our own Web sites, as well as your ePublisher's. You'll feel relieved to find other similar souls to share sob stories and triumphs, and having extra hands to help market each other's ebooks will be a real relief!

Unplugged!

Unplug yourself (for a change!) and take a field trip around town one lazy weekend afternoon. Stop into the local convenience stores and gas stations and snatch up a copy of each of those freebie, giveaway weekly trade papers like the Thrifty Nickel and Weekly Times, etc.

Search high and low for those that give away FREE classified space and send in the snappy 10, 25 or 50 word sales blurb for your ebook, including your ePub's Web address, of course. No reason to limit yourself to Internet advertising. After all, FREE is FREE!

Happy Holidays!

Start one of those family newsletter, Christmas update thingies that everyone seems to love SO much and include your brand new ebook as a "family event." Be sure to include the Web address of not only your own site, but that of your ePublisher as well, and invite your family and friends to stop on by!

Hey, you're sending that Christmas (or Hanukkah or Kwanzaa) card anyway, why not include your ebook pitch along with little Billy's home run and Sister Susie's straight A's?! Besides, there's no better customer base than your family and friends . . .

But It's Not A Bookstore #4!

Now that we've learned a little more about promoting your self-published book, here are 5 more alternate retail outlets where you can start selling it:

Ho, Ho, Ho!

You may have never shopped in one, but they're out there: Year-Round Christmas stores. From January to December these quaint, cottage-y looking establishments celebrate America's favorite holiday 365 days a year. And no matter whether your book is about December 25th or not, folks who come to these stores, many from miles and miles away, are in the mood to shop for the holidays, often well in advance. Your book could just make the perfect stocking stuffer for someone on their list, but only if it's made available—by you trying this great idea!

Stay Stationary

It is quite common to see attractive and entertaining books in card shops across the country these days, and yours should definitely be one of them. It need not be full of sentimental rhymes or beautiful poetry, either. Many card shops now boast themed sections such as golf cards, frames, tee-shaped cup holders, etc. If your book fits any themes at all, such as sports, Mother's Day, or any holiday, a greeting card store would be a great fit. And since they're already selling books, it won't be that hard a sell to the manager, as long as you approach him with an attractive display and an even more attractive deal.

Here Comes The Bridal Boutique

Though specialized in nature, bridal boutiques offer much more than wedding dresses and garters these days. From gifts for the groomsman to china place cards, you can find anything and everything under the sun at such establishments, and if your book has anything to do with romance, relationships, men, women, brides, grooms, or even wedded bliss, it should go over well in these bustling stores full of women and men ready to spend.

Position your book as a great party favor, "thank you" present, or even for something for the happy couple to read on the honeymoon, and you should be stocking the shelves within minutes!

Better 'Tan' The Rest!

Always bring your sunscreen, some bottled water, and a few new copies of your self-published book when you go to your local tanning salon. The busiest of these unique storefronts have a waiting room full of anxious clientele just itching

for a summertime read anytime of the year, and why shouldn't your book be at the top of their list? One of your attractive cardboard displays covered with sunshine, sunglasses, and "Local Author" stickers is just the right accessory for these local little gold mines.

Baker's Dozen (Or More!)

Another often overlooked outlet for sales of your book, the local bakery has a countertop, a cash register, and lots and lots of hungry customers eagerly waiting their turn in line for some hot-cross buns or cupcakes. Why not make your book their reading material of choice until their number is called?

A must-try for cookbooks or other food-related tomes, the local bakery is a hub of activity that just begs for a book, or a whole stack of them, to entertain the customers with. Why waste your time getting rejections from the local bookstore manager when you can get glowing praise from bakers everywhere?

E-Book Promotion Made E-Easy #4!

eAuthors are quickly finding that just because their work is ePublished, doesn't mean it's also eProfitable! But with these 5 great tips, you can make ePromotion eEasy — for FREE!

Chat It Up!

Chat rooms are a great place to lurk, or even participate, and much like message boards, it does no good to visit a chat room (or two, or three, or four) that has nothing to do with the topic of your book, or at least with writing in general. So do a Web search, this time for “chat rooms” or just “chats,” and then narrow your search down to the genre of your ebook and other writer's chat rooms.

Next, wade in with a clever screen name and plenty of expert advice. And don't forget your signature line!

Be A Joiner!

Join a local writer's group and participate in any and all mailings, contests, meetings, conferences, anthologies, etc. These groups are invaluable sources for learning about new editor's names, ePublishing resources, writer's Web sites, e-mail addresses, industry insiders, etc. They often have yearly conferences, which we've already discussed as invaluable opportunities for networking and free promotion, and often these groups publish a yearly magazine, yearbook or anthology full of local writing talent.

Become an active part of this group and participate in any and all group offerings, from bake sales to writing contests. In no time you will have formed a like-minded group of freelance friends who will all be rooting for (and possibly buying) your ebook!

Talk, Talk!

Call into radio talk shows on your topic (The Gardening Hour, Fiction Time, Story Show, etc.) and offer “expert” advice, with your status as an eAuthor on the subject stated loud and clear both before and after your comments. Often the show's host or producer will ask you why you are qualified to talk on the subject, and your credentials as an eAuthor on the subject come in handy at times like these.

Follow up the appearance with a call to the show's producer offering to be a guest on the show! Like busy chat room moderators and overworked Web masters, radio talk show hosts, most of which work for understaffed, low paying

public access or AM stations, are often in need of a little relief come show time. You might be surprised by how easy it is to get a guest spot on such shows.

You've Been Framed!

Why limit your promotional activities to your off hours? Blow-up or print your ebook's cover art, in color if possible, and frame it in your office, cubicle or broom closet at work. After all, you never know who's looking when you're not around. Everyone from colleagues to custodians could have more than a passing interest in your topic or expertise, so be sure to include your ePublisher's URL in the frame, or even on a strip of paper if it's not on your cover art, and secret sales could start adding up before you know it. Push your friends and family to do the same in their offices.

Be Judge-Mental!

Volunteer to judge a writing contest in your genre or local writers' group. Judges always get a bio and expert status at the same time. It's also a good way to network with the other professionals who are serving as judges, not to mention the folks who are running the contest. Inviting guests from your ePublisher's Web site to join the contest further solidifies your expert status as a judge, and brings smiles to the folks throwing the contest as well.

Just make sure the contest is on the up and up and that, if they do have an entry fee, it's very small and only serves to cover the cost of the prizes and publicity. There's no sense in promoting a bad contest, and attaching your name to one is a great way for your all-important credibility to suffer.

Higher Profits Through Hyperlinks!

Like most modern writers with an ebook out there to sell, one of the first things I did upon its ePublication was to spend an entire weekend hunkered down over my computer and throwing up a Web site! Okay, it's not the greatest site in the world, but it's not the worst either. It contains free samples from my ebook, *Freedom to Freelance*, links to all of my Web published articles, great graphics a la the cover of my ebook and several of The Buzz On books I've written or edited, and all in three, easy-to-click pages.

So why isn't anybody coming?!? After all, my Web site isn't exactly setting the cyber world on fire. In fact, I'm lucky if I get over twenty visitors a week! So how have I sold ANY copies of my ebook at all, let alone the numerous copies that make my quarterly royalty checks such a pleasant cyber surprise? Simple: I write!

Write On!

As an ebook author, you've got the skills for your very own marketing campaign handy: your creative writing talent. Whether your ebook is about gardening or gothic ghost stories, you've got enough talent andchutzpah to have written the book, searched out an ePublisher, and gotten your creation out there on the Web and ready to be downloaded by one and all. So keep doing what you do best and write some more!

Take time off from that new gardening guide or gothic novel and spend an afternoon writing an article about your favorite topic instead. A 700-word treatise on "how to sprinkle" or a 1,000 word vampire story will seem like child's play after writing an entire ebook, and as a result you'll have a very handy marketing tool: a brand new, original article/story to submit.

Cyber Submissions

Take advantage of the plethora of Web sites, 'zines and e-mail newsletters out there and submit your brand new article accordingly. Run an Internet search on "gardening" or "gothic" and bookmark those sites that accept submissions from frantic freelancers like yourself.

Many of these sites conveniently allow, and indeed prefer, you to submit your article electronically. Take advantage of this fact by creating a concise query letter and then including your story underneath it in the body of the e-mail, never as an attachment. Format your submission for convenient e-mail reading by losing all of your paragraph indents and placing a single space between each paragraph instead. (Your future editor's eyes will thank you!)

Other Payment

Don't expect to get rich, however, no matter how many of your bookmarked Web sites agree to publish your article. Very few, if any, of the start-up Web sites, 'zines and e-mail newsletters you'll be approaching can afford to pay you much. A \$5 deposit in your PayPal account and perhaps a free packet of seeds is pretty good these days. However, your reasons for writing the article weren't for that extra twenty-five cents a word you wanted to charge, were they? Heck no: you want exposure! And that's just what you'll get!

Buckets Of Bylines

As an added "bonus" for not paying you anything, most Web sites and zines will offer you a graciously lengthy byline. Take advantage of this fact by tacking on a low-key sales pitch for your ebook. Here's mine:

Rusty Fischer is the author of **FREEDOM TO FREELANCE: The Editor of The Buzz On Series Reveals How To Find, Get and Keep Your Next Freelance Job**, available as an ebook at <http://www.athinapublishing.com/fischer.htm>.

Two or three lines is fine, and make sure to include the EXACT URL of your author's Web page at your ePublisher! This way, readers can easily click on your hyperlink and jump straight to your sales information. As an added attraction, many Web publishers allow you to keep all rights to your article or story. This, in turn, allows you to turn around and "sell" your story over and over again. While you may not exactly rake in the dough by publishing with one or more Web site or zine, just think of all those handy hyperlinks you're racking up!

That Was Then . . .

. . . but this is now! In the old days, you wrote an article for a magazine, and if you were lucky, they published a short blurb about you in the back with the photo credits and classified ads for art schools. If a die-hard reader was eager enough to find this blurb and read it, they found out about your new book, wrote it down, and then ran to their local library or bookstore to check it out or, hopefully, buy it. If they didn't lose steam along the way, that is. And plenty of them did!

Nowadays, however, readers of your fascinating gardening article or gothic ghost story can simply click on your sales info as soon as they're done reading it! While they're still inspired with your expertise, they can easily whip out the old credit card, type in their ordering information, and download your book before the wind is out of their sales. Congrats, you've just made your first hyperlink sale!

More Money, Fewer Clicks

Remember, however, to keep your byline short and to the point. For instance, I used to include the hyperlink for my Web site in my byline, along with the hyperlink for my ePublisher's ordering information for my ebook. Why? Who knows? Vanity, most likely. I'd spent all those long hours building it, by golly, somebody better go visit! But once there, viewers still had to click on my book cover to get back to my ePublisher and actually purchase it.

For most Web browsers, that is simply way too many clicks. So cut out the middle man and list only the most vital, and profitable, hyperlink in your byline. After all, one hyperlink per byline is a good rule to follow. If you've got six ebooks out there, don't list them all, just the most recent one. Or, perhaps, the one that's selling the least. Make your one and only hyperlink count, and soon, you'll be the one "counting" all those royalty checks!

But It's Not A Bookstore #5!

Now that we've learned a little more about promoting your self-published book, here are 5 more alternate retail outlets where you can start selling it:

It's Not Fair!

Like bake sales or flea markets, local crafts fairs offer an independent retailer such as yourself the perfect opportunity to operate your business without a storefront, a license, or any type of overhead whatsoever. Your local paper, school and church bulletins, and in-store bulletin boards will keep you abreast of the local, and not-so-local craft fairs in your vicinity, and as long as you have a cash box, a receipt book, and a comfy chair to sit on, you should be in like Flynn. After all, your book is as hand-produced as any doily or sweater, right?

Smoking Sales!

Don't ignore the smoking section when it comes to selling your books. Tobacco shops have long been a bastion of a smoker's two greatest pastimes: tobacco and reading material. And why shouldn't your book on the subject of your choice be made available to these discriminated against souls? Such stores sell magazines and bestsellers, not to mention rolling paper and pipe cleaners. Why wouldn't they want to class the joint up with your new book?

Smokers have various reading interests, and their taste in books is as different as their taste in pipes. So give them something to choose from instead of the same old Stephen King and Danielle Steel paperbacks!

Take Flight

No matter where you live, you gotta have an airport. And even if you don't (just exactly where *do* you live, anyway?), this tip might just be lucrative enough to make the drive worth your while. Airplane passengers make several impulse buys while stranded, er, waiting at the airport: gum, bottled water, souvenirs, and reading material! I have personally seen too many "local author" stickers boasted on book after book at airport gift shops to keep counting, and I think you're missing out on a huge opportunity if you don't check into this lucrative opportunity.

Fortunately, most airport gift shops are run by the airport, who aren't consolidated or affiliated with any major chain, so getting your book past the gift shop manager should be easier than usual. Simply slap on those "Local Author" stickers and offer your standard discount, and get ready to make deliveries on a weekly basis!

Business *And* Pleasure

I recently communicated with an author who wrote a “local history” book, self-published it, and sells hundreds of copies each year to local businessmen as promotional giveaways and employee gifts. These are his only sales, and he does quite well, no longer feeling the need to frustrate himself by banging his head against a brick and mortar wall at the local Barnes & Noble or Waldens.

Learn from this experience by searching the local newspaper’s business section for new businesses or simply news about established ones. Learn all you can about such businesses from the story, the Web, or the Chamber of Commerce, and approach the appropriate person in marketing or management about buying your book in bulk for their employees or special programs, such as charities, etc.

Check-Out Local Hotel Gift Shops

Local hotels are a boon to any economy, and the word “local” should by now perk up your ears anytime it appears. Slapping your shiny “Local Author” stickers on several copies of your book and heading straight to the local hotel gift shop(s) should be one of the first chores on your “To Do Once My Book Gets Published” list. As part of the local Chamber of Commerce, local hotels are often in support of local business people such as yourself, and even the local chains out source their gift shops and allow local craftsmen to put their wares on sale. What, you think those seashell frogs are mass-produced?

And since they already sell bestsellers, your book should have a built in sales space already in place.

Is Pod For Me?

Let's face it: It's easier than ever these days to see your work in print. From ebooks to Xlibris, a tidal wave of aggressive new publishers are ready to make your words available to the public. One such option that's gaining in popularity is Print-On-Demand, or POD, publishing.

Basically, a high-tech printer is ready and waiting to print your book in as big or as little a run as you prefer, from one copy to 1,000. The files are digitally stored, and as soon as a lucky customer orders your book, it gets put in line for printing and is usually available within 24-48 hours.

Sound good? You bet. Yours truly, and many of his freelancing friends, have multiple POD volumes currently on the market. But in hindsight, I wish I had asked myself the following 5 questions before deciding to go POD:

How Much Will The Book Cost?

Although its technology is improving every day, printing books on demand is still an expensive proposition. Digital files must be stored, machines must be maintained (and paid off), orders have to be processed, and have you seen the price of cover stock these days? All of these factors and many more go into the price of your POD book.

Some publishers price their books on a sliding scale: 80-100 pages = \$11, 100-125 pages = \$13, and so on. Some publishers charge a flat fee for all of their POD books, \$15 for a trade paperback, \$20 for a hardback, no matter how big or how small.

Regardless, ask how much YOUR book will cost before you sign on the dotted line. When you get your answer, spend some time on the Web pricing your competition. If the price seems reasonable and similar, so much the better. But if it seems high to you, what do you think it will seem like to a paying customer?

How Much Will Shipping Cost?

Although it's not often listed in the POD publisher's brochure, Website, or even its FAQs, spend some time trying to find out how much your customers will spend to get your book shipped to them.

Some, indeed many, POD publishers enjoy listings on Amazon.com and other popular eTailers. This is great for you, because in addition to being easy-to-find, your book's shipping charges should fall in line with the competition.

However, some independent POD publishers ship directly from their own site, meaning they set the rates, hopefully within reason. Before you sign on the

dotted line, make sure their shipping rates are at least within a dollar or so of those found on Amazon.com.

Since your book will already be a little more expensive to buy, you don't want it to be too costly to ship in addition.

How Long Will It Take?

Another shipping question you should definitely ponder before going POD is that of shipment time. As in, "how long will it take?"

One of my POD publishers only takes 2-3 days to deliver through Amazon.com, Borders.com, or even my publisher's own Website. Yet another gives potential customers the sad news that it will take 2-4 weeks to deliver.

Now ask yourself: Which would you prefer? After all, in my opinion anyway, all POD book purchases are "impulse buys." My books are, anyway, for those who actually buy them. And anything bought on impulse should, naturally, arrive pretty quickly!

On the other hand, 2 to 4 weeks isn't that bad . . . right? Right?

Where Else Will It Be Available?

As I've already mentioned, most of my POD books are available elsewhere besides the original publisher's Website. For instance, you can find two of them on the 3 biggies: Amazon.com, Bn.com, and BAMM.com.

This gives me lots of hyperlink options, as well as the added respectability of tossing those big names around. In addition, my POD books are also available at the original publisher's equally impressive Website, complete with cover art, book reviews, an author bio, etc.

Depending on who I'm targeting, I either use the big-name bookseller's link or my own ePublisher's link, and choices are always nice. However, my presence elsewhere in the "real" world is rather limited. Many traditional booksellers hesitate to stock POD books on their shelves, and so I've given up that frustrating avenue and concentrated my promotional efforts on the Web. If you prefer to sell copies of your book through signings, readings, and other personal efforts, you may want to do a little research into self-publishing first.

How Will It Look?

Finally, how will that printed copy of your book look when it arrives in your, or a customer's, greedy little hands?

The quality in POD books out there ranges considerably, from laughably amateurish to downright professional. You, of course, don't want your customers to know that it was a POD book. You want them to think Random House or some other industry biggie published it.

So, if at all possible, ask for a sample of the POD printer's work. Xlibris used to send you one, many others don't. What then? Well, if you've narrowed your choices down to 2 or 3 POD publishers, why not buy a book from each? Not only will this show you how the finished product looks, but it will let you see the nuts and bolts of the rest of the company as well, possibly even answering the earlier four questions satisfactorily.

To be honest, I'm not completely satisfied with ANY of my POD publishers. For instance, the company who charges on a sliding scale and delivers in 2-3 days actually delivers an inferior product: The cover art is pretty blurry and the pages inside are already yellow upon arrival.

On the other hand, the book I'm most happy with physically (cool cover, nice pages) is more expensive and takes longer to arrive.

See what I mean about asking questions first!

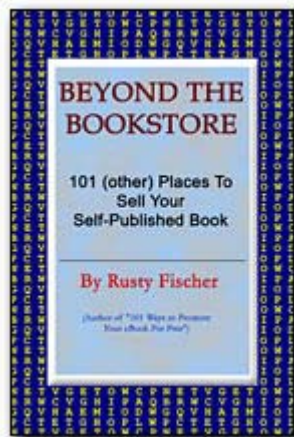
About Rusty Fischer



Rusty Fischer is a successful freelance writer, former magazine and book editor, and multi-published author. His traditionally published print books feature two popular series for two major publishers: He wrote two installments of the best-selling **The Creative Writing Made Easy** series for McGraw-Hill, and five of the 224-page nonfiction reference guides in **The Buzz On** series by Lebharr-Friedman, Inc. bear his name.

In addition, he has self-published numerous books with some of today's leading independent presses, including **Freedom to Freelance** by Booklocker.com, **101 Ways to Promote Your ebook -- for FREE** by Athina Publishing, **Season's Rhymings** by Wordbeams Press, **The 25 Stories of Christmas** by Xlibris and **The 12 Stories of Christmas** through IndyPublish.com.

Through his years of experience marketing and promoting his own eBooks, Print-On-Demand (POD) books, and print books, he has amassed a wealth of alternative ideas for selling hundreds of copies of books, and none of them occur anywhere near a bookstore! Such is the unique premise of his groundbreaking new book, **Beyond the Bookstore** which is available at various places online.



Extra Bonus: Tips From The Experts

- Introduction
- Alan Jacobson
- Neil Shearing
- Yanik Silver

Introduction

The following authors, marketers and motivational speakers are some of the best in the business. Some are friends while others are strategic partners or mentors. I have purchased and read printed books and ebooks from each and every one of these authors and hand selected them to appear in this ebook:

Alan Jacobson and I studied writing together at Queens College (CUNY). After graduating, Alan went on to chiropractic school and developed a very successful medical practice. When an injury eventually required him to change careers, Alan returned to writing. By applying his business acumen to his books, he has managed to develop a growing audience of loyal readers who anxiously await each new thriller. For those of you writing fiction, listen carefully to his words and advice.

Jonathan Mizel is president of Cyberwave Media and publisher of The Online Marketing Letter, the longest-running Internet business newsletter in the short history of the Internet. He is an innovative direct response marketer who has developed ad campaigns for companies like Microsoft, Intel, American Express, and BMG Music Club, and isn't afraid to push the marketing envelope.

Neil Shearing is both a brilliant doctor studying cancer research as well as a talented and experienced Net marketer. He has been publishing web sites and ebooks for several years, and he has established himself as a recognized expert in the field of Net marketing. His [Scam Free Zone](#) web site has helped thousands of people to avoid the pitfalls of Net scams.

Yanik Silver is a copywriting maestro. I first learned of his talent a few years ago when I purchased his popular [Instant Sales Letters](#) product. One look at the quality of the sales copy told me I was reading the work of a genius. Since those formative days, Yanik has released many new ebooks, courses and videos, and he has become a popular speaker at Internet marketing seminars around the world. Yanik makes a very good living – all from the comfort of his home – mostly through the sales of his electronic products over the Internet.

Dr. Jeffrey Magee presents more than 100 keynote and educational seminars each year - internationally and repeatedly in all 50 states. Jeff works with clients ranging from the Fortune 100 to government agencies to both profit and not-for-profit based organizations. He's presented before more than 500,000 people through on-site seminars, keynotes and public appearances with civic organizations, chamber of commerce sponsored symposiums!

My thanks go out to each of these gentlemen, and I urge you to read their words attentively. Make notes along the way. Most of all please make a concerted effort to apply what you learn.

Alan Jacobson



Sink or Swim: It's all in the Marketing

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As all parents know, you don't take your newborn and toss him in the pool. You teach him the concepts of treading water and floating, and finally how to swim. Novelists are parents; their books are their babies. They must nurture their novels much in the way a parent does, helping to shape their development to ensure they can survive in the world before setting them free.

Whether your novel is being published by an e-book publisher or a mainstream New York publisher, it needs marketing support. You can write the next great American novel — destined for bestseller status — but if no one knows about it, it will be the best kept secret in the publishing world. And secrets mean only one thing: commercial failure for you and your novel.

Although writers are often creative types and prefer to leave the business aspect to others, today's authors must be both. While some novels do take on a life of their own, without any marketing input, most do not. I define "most" as ninety-something percent. Clearly, without a marketing plan, your novel will not be noticed.

Of course, one would expect New York publishing houses to have huge marketing machines that do it all for the author; after all, they have the muscle and financial resources to knock down obstacles, get their feet in the doors and create the market for the book, right? Most houses are owned by media conglomerates who have vast outlets to drive the mass media exposure that could virtually guarantee a success. However, for a variety of reasons, the houses do not exploit these resources. The most obvious reason is that they publish hundreds of books each year, and they cannot give each release the media attention it deserves ... all they would be doing is publicizing books, and the public would become numb to the constant onslaught. And then there'd be no time to talk about the real news: "hard" stories that mean higher ratings and paid

commercial time ... money that goes directly to the bottom line. Most books don't generate that sensational media draw.

For this reason alone, novels are left to sink or swim on their own. Authors care what happens to their babies. But caring and knowing how to nurture the learning process — how to teach them to be successful swimmers — are two different things. So where does this leave the author?

There are many routes authors of all strata have gone. Many hire their own private publicists to get the word out ... to generate "buzz" about a particular book. Sometimes this works. Often it does not ... but that does not deter most from trying. When it does work, it is the result of a slow, building process over time and over many books ... of establishing contacts, gaining trust and then finally capitalizing on it.

Many authors do not have such time (or financial resources). Let's look at the most important parts of marketing a book, and restrict our talk to those facets we have direct control over. While they aren't many, they are nevertheless important. Change hats for a second. You're now a consumer, walking into a store — or perusing a web page (For simplicity, I'll keep it to the store model even though it can apply to both formats.)

You, the consumer, have not been given a recommendation for a specific book, but are walking into the store "cold." You are bombarded by thousands of books. Assuming a particular book is one of the lucky ones to be displayed in a favorable part of the store, face-out, the cover is going to be the front line in the sale war. The old adage "you can't judge a book by its cover" is absolutely true ... but nevertheless, it is the first thing that attracts us.

There isn't space here to exhaustively comment on cover design. Suffice it to say it has to match the demographics of the market you're trying to reach. It also has to convey a feeling related to the genre of your novel. My website (www.AlanJacobson.com) shows variations of covers chosen for my two novels. For *The Hunted*, my agent had to exert pressure on the publisher to choose a particular jacket design because we felt (as did numerous booksellers who'd seen the drafts) that the other choices were inferior. If you look at the alternatives for *The Hunted*, you'll see what I mean. Alternatively, for *False Accusations*, you'll see that the foreign publishers have almost universally and independently chosen a particular theme to exploit, and have targeted a male demographic. To view both of these examples, click on my website's link, "[Behind the scenes](#)." In short, your cover must be attractively designed. In e-publishing, you clearly have more creative control. If you're not artistically inclined, get help. The cover is vital. If the reader is not attracted to it, they'll never crack the spine of your book.

Now ... they've picked up your novel (or clicked on it). The jacket text, or synopsis of the book, is the next thing they'll look at. Change hats again for a second. Is this story intriguing to you? Is it something you'd be interested in? As an author, realize that this synopsis is not really a synopsis at all, but one of the most important marketing tools you can utilize: it is the next step in selling your book. This is the point where the cover suddenly no longer matters: it's done its job, the reader has chosen the book from among the others. Now the story's high concept has to grab them. Grab is the key here. The jacket text must be exciting, interesting, enticing to the reader in some way. If it falls flat, or reads as a slow, plodding hunk of narrative, you've lost the reader.

Let's assume they like what they've read: they're intrigued. What's their next step? Hats again. What do you do? You crack the spine. Most of the time, you'll turn to the first page and begin reading. What does this mean? You have to be hooked. The first paragraph has to draw you in. As the author, what does this mean? It means the opening paragraph has to be the best damn writing you can muster. Spend ten times the amount of time you spend on any other page of your book (except for the ending) on this opening paragraph.

In general, your beginnings must be captivating. You can't start with your character getting out of bed in the morning. That's boring! A well-accepted principle is starting "in media res," or in the middle of things. Often, a beginning writer can cut his first few pages — even his first chapter — and improve his novel. Hooking the reading is the key. This is a topic that could take an entire essay to cover, but you get the idea: start in the middle of something that's happening; bring the reader into your world quickly.

What's next? Ringing up the sale, of course. If you've got an intriguing cover, intriguing jacket text and an intriguing opening paragraph, you're on your way. The key word, just to overemphasize, is "intrigue." Without it, you might as well not bother to bring your baby into the pool. He probably won't learn to swim on his own.

Alan Jacobson is the best-selling author of the highly acclaimed suspense novels False Accusations and The Hunted, published by Simon & Schuster's Pocket Books. Though he obtained his English degree from Queens College of the City University of New York, Alan practiced very successfully as a chiropractor for nine years and was appointed to the position of Qualified Medical Evaluator for the State of California before an injury forced him to retire and return to writing. Running his own business for nearly a decade taught him the importance of marketing; he's applied these principles to helping his novels succeed. Alan can be contacted through his website, www.AlanJacobson.com.

Jonathan Mizel



Interview with Jonathan Mizel

Steve: How did you come about embracing the Net for information distribution?

Jonathan: Ever since we started our very first company in 1989, we focused on selling information products due to the flexibility and freedom this business gives you. You can live anywhere you want, the barriers to entry are low, and your products are generally protected by the first amendment of the constitution.

For example, it's a lot easier to sell a weight-loss book than a weight-loss pill. First of all, you don't have the same regulatory or liability issues. Plus your product is totally unique since it's a book you either wrote, or secured the rights to (and is protected by copyright). Finally, an info product can be launched quickly, as opposed to a drug, which needs to be formulated, tested, and in some cases, approved.

We immediately saw the potential for selling info products online since the Internet is essentially an information-based medium. The thing that really convinced us was the way people online segregate themselves by demographic characteristics, based on the lists they join, the sites they visit, and the keywords they enter in the search engines. This makes targeting easy, which means a much higher response.

Steve: What's your formula for success when it comes to selling information products?

Jonathan: Basically, we always identify our market first. Despite the fact that many well known gurus preach this philosophy, we still see many "experts" looking for places to sell their recently completed books.

Let me say this: Do not, I repeat, DO NOT ever create a product unless you know where you are going to get your traffic FIRST! It's a recipe for failure, and it's a waste of your time. If you have an idea for a product, make sure you have at least 3 of these 5 things lined up before you start writing:

1. A Web site or system that already generates at least 10,000 unique targeted visitors per month.
2. A large opt-in list (over 25,000) of people who are very interested in your product.
3. A large affiliate base (over 1,000) of resellers who already sell similar products and are successful at doing so.
4. A list of 30 - 50 high-traffic Web sites who are open to joint ventures.
5. Search inventory of at least 100,000 searches per month for your keywords (combined) on Overture.com.

Here's why: Creating a quality product and responsive sales letter will take several weeks to several months. The last thing you want to do is spend all that time without a plan to recoup your personal investment. I'm always sorry (but never surprised) when someone says, "I wrote a great book about <blank>, now where can I sell it?"

As we say in our office, that's a "bass-ackwards" way of doing things! In other words, you identify your market and your distribution channels first, before you write your first word.

When we launched Amazing Pop-Ups, we invested about 50 hours writing the book and software, but prior to the actual creation, we spent 10 hours on the phone lining up affiliates and partners who were willing to sell it. Plus, we looked at pay-per-click engines to see how many searches there were for our keywords. That way, we were certain we could sell at least a few hundred copies and cover our initial time investment.

Steve: What are your top three tips for new authors to help them make their ebooks sell?

Jonathan: **Rule #1:** Learn how to write ad copy: The actual product, regardless of it's quality, has zero bearing on whether or not you'll make money in a direct-response marketing promotion. That's because people have no idea of its quality until AFTER they buy, which is AFTER they read your sales letter or promotional materials. That means you really need to make your sales letter as responsive as possible.

The only way to do that is to create advertising that brings in the greatest number of orders. Since the Internet is a text-based medium, this means learning how to write compelling, persuasive ad copy that converts prospects into customers.

There are many great books on writing responsive ads, but let me give you three to start with. All are inexpensive, available at Amazon or your local bookstore, and will help you immensely:

- Tested Advertising Methods by John Caples
- How To Write a Great Advertisement by Victor Schwab
- Magic Words That Bring You Riches by Ted Nicholas

After you have devoured those, check out our copywriting classics by heading to:

<http://www.cyberwave.com/a/copywriting>

Rule #2: Learn how to establish your visitor values: Once you have a product launched, you need to determine how profitable (or unprofitable) your promotions are. In other words, how much each visitor to your Web site is worth.

For example, let's say you are selling an ebook that costs \$100, and 2% of your visitors who hit your page purchase your ebook. That means for each 100 visitors, you make \$200, or \$2/visitor. That's important because it tells you how much you can spend on traffic and still be profitable. It also gives you an idea how much money your affiliates will make when they promote your product, and gives you leverage when negotiating with them.

Of course, each traffic source will produce different visitor values, which is why you want to keep track of this. If you see your visitor values decreasing, then you know you are either getting untargeted traffic, or your sales letter is losing it's punch and needs to be updated.

Rule #3: Learn the fine art of negotiation: Everything you do and every dollar you make, online or off, involves convincing people to take actions on your behalf. Always keep in mind that while partners may be sending you traffic, or putting a banner on their page, they are doing it because they want to be paid.

Jonathan's sites are:

<http://www.cyberwave.com>
<http://www.marketingrollout.com>

You can subscribe to his free e-zine by going to:

<http://www.cyberwave.com/ezone>

Neil Shearing



Interview with Neil Shearing

Steve: How did you come about embracing the Net for information distribution?

Neil: Way back in the 1990's, I realized the potential of selling "digital" goods. I thought that if I could sell a product that the customer downloaded, I could cut out the physical problems of production and distribution. It looked to be a great idea.

So, I set about creating up an order processing system using a third party processor (no setup fees, and only transaction fees per credit card order processed ... hence, no risk to me) and emailing the report. It was only on a free bit of web space, but it sold well. Then I realized other people would be dying to do the same thing, so I wrote another report explaining how I'd set up the system with no money and no risk. It's called **Internet Success Blueprint** consisting of 279-pages, 3-movies and a ton of bonuses for \$27!

Steve: What is your formula for success for selling information products?

I've boiled this down over several years. If you want the Internet to support you full time, you need several digital products and an associate program where you offer 50% of each sale to your associates. People go where the money is, and if you are offering it, you'll get lots of associates.

Some of your associates will be successful, and make sales that build your customer list. If you offer your customers new products and other endorsements regularly, you'll earn a great income from them...that's on top of your regular sales income.

Steve: What are your top three tips for new authors to help them make their ebook sell?

Neil: First, get it out there (so many people don't get this far!). Second, begin writing another ebook or software. Lastly, sell multiple quality products through your own associate system and nurture your customer list.

Neil Shearing is a brilliant and fascinating guy. Based in the UK, he is presently completing his Ph.d. in Cancer Research, specializing in breast cancer. In 1996, between studies, he started studying the Internet. In particular, he was fascinated by the ability to generate income from writing and selling informational products in electronic format.

In 1997, he created [The ScamFree Zone](#), a consumer protection resource, to try to help combat the huge number of scams online. It's been very successful and is ranked among the top sites on the Internet.

*He later wrote and sold **Internet Success Blueprint**. In 1999 he launched an affiliate program to help promote and sell the ebook. It was very successful, and as a result, Neil has become a recognized authority on Internet Marketing, and has spoken at various Internet marketing seminars. He presently has multiple ebooks and services available including:*

- [Internet Success Blueprint](#)
- [Internet Success Diamonds](#)
- [Internet Success Spider](#)
- [Yahoo Exposed!](#)
- [Internet Success Interviews](#)
- [Internet Success Forum](#)

Yanik Silver



Why Selling Online Digital Information Products is the Ultimate 'Lifestyle' Business For Authors

By Yanik Silver
[InstantInternetProfits](#)

Let me start by sharing a story with you. When I was 8 years old my best friend Jamie and I loved to read comic books. (I think I still have my collection somewhere in my parents' garage). One day we decided we would get rich by drawing our own comic books with characters like "Big Nose Fred", "Meteor Mouse", "Benjamin Bunny" and a whole slew of others.

We named our company "SilverDragon Publishing" (his last name as you probably guessed was Dragon) and we were going to make a fortune selling our comic books for a quarter each! We got hard to work drawing and writing our comic books. And when we were done we set-up shop on Jamie's front lawn using his Mom's card table, waiting for the money to pour in.

And we kept waiting...and waiting...and waiting...

SilverDragon Publishing was only in business for 1 day before our little 8-year old dreams were shattered since we only ended up selling 2 copies of our comic book (one to his parents and one to mine).

So what's the big secret I *almost* discovered?

Simple. It didn't cost us a quarter to create those comic books and if we had sold a couple thousand copies we could have made some big-time money. So let's fast-forward to today - I'm doing essentially the same thing (but successfully). I create information products like electronic books, online courses, membership sites, audios, etc that people buy online and do you want to know the best part?

Since everything is delivered over the Internet my cost is, get this, zero, nada, zilch. It's almost 100% pure profit! That's one of my favorite parts about why I'm embracing the Net. I sell "bits and bytes" so there is no delivery cost, no fulfillment cost, no packaging. It's awesome! Plus, I can automate the process. A visitor comes to my site and they'll read my online sales letter. Then once they decide to order they'll click over to my order page and give me their credit card number. Their card is processed in real time to make sure it is valid and after it's approved the customer creates their own password to access my 'digitally delivered' product. And then, the money is deposited in my account and I get an email confirmation of the order.

My very first project, a simple (even primitive) site InstantSalesLetters.com sells downloadable sales letter templates. I started it in February of 2000 with \$1,500 and that first month I brought in \$1,800. Now this one web site brings in over a quarter of a million a year!

My Success Is Not Some "Fluke" or Stroke of Luck...

And my success with Instant Sales Letters isn't some fluke. Consider this -- my next project brought in \$14,223.25 after the first month of its release (and this was during the Holiday season when people are always strapped for cash). Next, I refined my technique even further to create a massive profit windfall of \$9,842.00 in just 4 days on a project that took less than 2 weeks to complete. Amazing! And my latest release brought in over \$35,000 in less than 9 days.

Here's how I do it:

1. Come up with products that solve a problem

Everybody hates to write so I simplified the process by making sales letters simple fill-in-the-blank tools.

2. Make your site a direct response order taking machine

Most people mistakenly try to put a lot of free stuff and content on their site. It's not necessary. Almost all my sites consist of one long sales letter (and yes, people do read it all and buy!). Decide what your objective is and ask for that response.

3. Keep going back to your buyers

It's gets easier and easier as you go along because the real big money is in continually coming out with products your existing buyers want. Don't start from scratch every time trying to sell your product.

4. Share the wealth

One of my biggest secrets is using an army of commissioned salespeople on the Net. They are my affiliates. I only pay these affiliates when they make a sale so you can potentially have hundreds – even thousands of affiliates driving traffic to your site.

5. Deliver more than you promise

I always try to deliver just a little more than I promise with some kind of free unexpected bonus to my customers. This sets you up for point #3.

Now if I was starting again – here are my 3 tips for new authors:

1. Create a site that sells – this is so important. Unless your site gets the job done – you can't go ahead with the activities that will bring you in the big money. Spend as much time as you have to getting your site to consistently convert visitors to buyers.
2. Joint venture – Once you know your numbers (like conversion %, visitor value, etc) then you can approach people with a joint venture proposition. You're looking for people with big databases that you can tap into. Your goal is to get an endorsement from them. Don't be afraid of giving them the lion's share of the profits either.
3. Start an affiliate program as soon as you can – After you've done several joint venture deals on an individual basis, you'll want to open up your program to the world. Let other people sell your products for you and you pay them only when they sell.

Don't be put off by starting. When I first started, my friends were rolling on the floor laughing when I told them I was going to build a profitable web site. And they had every right to be amused, since I had absolutely no web site design skills, zero HTML or coding knowledge... in fact, not much computer "know-how" whatsoever (still don't). But that didn't stop me from going ahead with my simple 2-page web site, and the flood of orders hasn't stopped. Good luck!

© Yanik Silver

Just 28-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page. (In fact, Yanik still doesn't know HTML).

He is the author and publisher of several best-selling marketing books and tools including:

- [Instant Sales Letters](#)
- [Instant Internet Profits](#)
- [Instant Marketing Toolbox](#)
- [33 Days to Online Profits](#)

- [Million Dollar Emails](#)
- [Autoresponder Magic](#)

Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses.

When away from the office Yanik enjoys playing volleyball, ice hockey, skiing and working on his terrible golf game. His most important project right now is trying to convince his wife, Missy, to move to the beach so he can play beach volleyball all day!

Dr. Jeffrey Magee



25 Ways To Sell Your Book! Use Your Book To Advance Your Career & Generate Income!

By: Dr. Jeff Magee, Ph.D., PDM, CSP, CMC

Tulsa, OK - It has been said that an *expert* today, is someone who has read more than five books on the same subject.

Imagine what one would say about the individual who has done the body of research that goes into writing the book and has the moniker - *author*!

As the definitive authority – “author” - you can utilize that book to build a new career, life-style and experience.

The book is the vehicle by which, I have learned one can *get doors to open, that would otherwise be closed. With the book, I am able to attain a level of acknowledgement and respect* that would potentially evade me. *With the book, I can get placement onto bookstore shelves, in distribution houses, on direct mail lists and have visible on the back of the room (BOR) product table sales at speaking venues or consulting engagements with clients.* All of these options translate into one common ingredient - more income!

With a body of work that makes a solid contribution to the market place, you give others a viable reason to invest in your printed word, if in exchange the information provides them with a better life.

Whether you explore the fiction or nonfiction market, if you can fulfill a need and illustrate to others that they have a need to which you have some answers, than you and your work will always be in demand!

Here are 25 ways to sell your book...

ONE - *From the platform, while in front of an audience, I can always find an opportunity which does not violate my presence before them to address their*

needs by way of sharing a “nugget” of information or a story from one of my works, and subtly reference - explore a certain product/resources at your leisure at the back of the room.

TWO - If my staff is attempting to penetrate a new market, we have found that by *sending an autographed copy of one of my books to the decision maker, it always gets through to their hands* - no screener/support staff/assistant/secretary is going to be responsible for throwing away a personalized book! Include in that complimentary book an order form to induce additional bounce back purchases.

THREE – *Maintain constant instant access. To have in your briefcase (at all times!), serves a powerful purpose, as casual social dialogue may also provide opportunities to credential building and networking*, when you can immediately produce your latest book for someone - anyone can say they are writing a book or have a book, but being able to produce it may quite often be a new story. With this book include an order form to induce additional bounce back purchases or a note card to suggest that this reader buy a copy as a gift for someone special in their life...

FOUR - *Arrange for pre, post or advanced sale copies* for a client and now you have the opportunity to generate additional income as a speaker to an event or to compliment any speaker fees you may be receiving to engage a group. When you can arrange for a copy of a book to be bought for each delegate in your audience prior to arriving, you have sold your book in quantity and made good money. You can use your book as a good follow-up vehicle to reinforce a presentation, talk or meeting by suggesting to delegates, or your client, to buy a copy and have them sent to people afterwards.

FIVE - As one of the leading authorities on *managerial-leadership coaching* effectiveness (the leading seminars, books, video training series and audios being sold by the leading two seminar houses in North America, are my products!), I have been able to provide my clients with significant additional development opportunities from my printed words and generate significant additional income annually without having to be in front of the audience. Personally contacting all consulting, speaking or training clients about a new book that will aid them, based upon past interactions with them, gives me the opportunity to advise them to purchase book(s) and this too may increase sells.

SIX - During book signing's have *Bookmarks* available and place them into the books. Use the 'bookmark' as a feel-good reinforcement for your client by having a picture of the book they just purchased along with other companion products (books, audios, video, merchandise, etc.) on the 'bookmark' as well. On the reverse of the 'bookmark' have multiple contact data available for post purchase opportunities.

SEVEN – *Develop Bookmarks* with your book on it and multiple order options on the reverse (through your website, fax, phone call, physical mail, via a book distributor or clearing house like amazon.com or BarnesNoble.com on line book stores). Place the bookmarks in all places where your target audience might be...on store counters as impulse grabbers, in newsletters, inside every letter you mail out for any purpose to someone as a sort of “statement stuffer” and in other peoples books and magazines.

EIGHT – *Bundle your book* with another collateral product item that an individual would want. In essence, piggyback it with another product or service.

NINE – Develop a simple or intricate *newsletter* as an author to send to your fans, advocates, past and present customers that promotes your book with some vignettes in it and directed ways to buy the book at special price points if done so through that newsletter offering.

TEN – Contact *other authors* of books that their audience would be the same as yours and offer to them your book at substantial discount as a motivator for them to buy your book and offer to their clients as another product they can offer and make money off of!

ELEVEN – Offer special reduced priced books to the *national bookstores in your community*, as most have local author sections and love to spot light quality books. You may also be able to arrange a special book signing with them as well...for example most all Barnes & Nobles booksellers have at each store a Community Relations contact that would work with you!

You can also do the same with often over looked local vendors, consider offering special reduced priced books to the *local independent owned and operated specialty or novelty bookstores in your community*, as most also have a local author sections and love to spot light quality books from local talent. You may also be able to arrange a special book signing with them and gain local radio coverage.

TWELVE – From the *list that you maintain* of your own raving book fans, prior customers or data base clients, you can send special pre publish offer for a reduced priced book personalized to them or a special someone that they want to pre order a copy for!

THIRTEEN – Identify *local specialty stores* in your community, at shopping malls, in strip centers that feature various products from your community or region and contact that local proprietor about providing them copies of your book at special prices or even on consignment.

FOURTEEN – *Design an email feature promotional offer* on your new book and wrap it around some text that the reader would see as informational,

inspirational, motivational or entertaining and send out *to your email list of contacts*. Offer a special discount to those people that order back to you via email. Then, grow this same selling strategy by *designing an email feature promotional offer* on your new book and wrap it around some text that the reader would see as informational, inspirational, motivational or entertaining and send out to your email data base *with a request that those people send it onward to their email lists*. Offer a special discount to those people that order back to you via email.

FIFTEEN – *Send complementary signed copies* to your advocates and include order information with it. This can also be used as an approach to local televisions and radio human interest and community interest shows (this may be the early AM or Noon shows). As a guest on the airwaves you can provide them with intriguing interviews and suggest places in the community to buy your book. Jack Canfield and Mark Victor Hanson of the famed *Chicken Soup For Your Soul* series, first self-published made their national impact in this vary manner!

SIXTEEN – *Identify every affinity contact/organization* that may have a direct mail newsletter, magazine, local press or eZine that would be a target buyer/reader of your book *and offer to write an article for them in exchange* for your book being featured and order information listed. Also, with every affinity group *design a new book press release* and send it along with three copies (personalize one copy to the potential book reviewer/editor) of your book for review and possible exposure within their affinity press.

SEVENTEEN – *Identify those catalogs* that have readership that would be interested in your book and offer to them special quantity per unit price points to be carried in their catalogs. There is a catalog available at your local bookstore that lists all published catalogs and then you can determine which ones' are appropriate to market your book to. You can move a large quantity of books annually through these affiliations.

EIGHTEEN – *Add a book by line to your emails* that follows your signature line that promotes your book, has the ISBN number and price point, with a directed statement as to where to buy it and how! Also, make sure that you *add a book by line* that follows your signature line in all letters/correspondence that promotes your book, has the ISBN number and price point, with a directed statement as to where to buy it and how!

NINETEEN – *Shrink wrap your book with either another one of your slow moving books or that of a colleagues* and offer a two for one special or two at a special price that entices buyers to grab both!

TWENTY – *Add a short statement on your telephone answering system*, whether that be at home or at work that says, "Be sure to check out my latest book (title) on (subject), that you can get at (identify a point of purchase) today!"

TWENTY-ONE – Consider having your *book cover layout converted into a logo* for printing onto a shirt, hat or other apparel item that you would wear and which would draw inquiry into your book. Now you have a selling opportunity.

TWENTY-TWO – Create a *one page promotional flyer that advertises your book and send* it to individuals that might be interested in buying copies from you and having you personalize that copy as a gift item on a special occasion to people.

TWENTY-THREE – *Have special 3x5 direct mail cards* produced (I use 1-800 POSTCARDS for this service for 2-sided, four color, 5,000 units for \$250.00) that promotes your new book, where to find them and how to order copies. Use these as a low cost, high quality direct mail vehicle to your contact names, names in your Diary/Rolodex/Computer database. You can also use these direct mail cards as inserts to newsletters, as “statement stuffers”, to leave at bookstores on their counters or to have as hand-outs for the general public.

TWENTY-FOUR – *Provide copies to your local library* system at either a significantly reduced fee as a local author or even free. With the books on their shelf and in circulation, you may see an increase in awareness and thus purchases of your book by library readers that would actually want a personal copy on their bookshelf.

TWENTY-FIVE – *Design your own note card* that can be used to send as a “Thank You” a “Follow Up” or used for any “General Purpose” that has your name and contact data on it. Then on the outside back of the note card have your book(s) cover promoted with some promotional text about what it is, where to buy it and what the cost is. Now every time you send a note to someone you will be soft selling your latest book(s) and stimulating additional book sales.

So ask yourself how you can use your product to establish yourself as a Subject Matter Expert (SME), generate significant income trails and serve others needs!

###

Jeff Magee can be reached at Jeff@JeffreyMagee.com or Toll free 1-877-90-MAGEE for more information on keynotes, training seminars and skill development resources. **THE SALES TRAINING HANDBOOK: 52 Quick, Easy To Lead Mini Seminars** (by McGraw-Hill, ISBN# 0-07-137516-3 / US \$99.00) – is his latest trade book and **COACHING for IMPACT** (by Brown Books, ISBN# 0-964120-3-3 / US \$29.95) - is his latest self-published book.

All are available on-line at www.JeffreyMagee.com/library.asp . Jeff also serves as the CoPresident of the Oklahoma Speakers Association and served as the Editor to two Chapter Anthologies. This collaborative work with eleven other professional authors-speakers has increased book sales, as in the back of each

anthology is an author promotional page and directs readers to all other available works each author has and as every book is sold to the other ten authors audiences and networks, more selling opportunities are made – Bonus Technique **TWENTY-SIX!**

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