

How to Sell E-BOOKS ONLINE



LAUDIAANN SYLVEST

Table Of Contents

01

How to Sell More Ebooks Online

02

7 Steps How To Create And Publish Your Own Ebook

03

How Do You Price your Ebook

04

The Magic Price to Market Your Ebook

05

The Power Behind Ebooks

How To Sell More Of Your Ebooks Online

Have you written an e-book? An e-book is a digital document that can be sold online in a purely digital form. Thus, unlike with selling a physical product, the fulfillment of an e-book is done completely online. This is great for you, the author, since you can completely automate the order taking and fulfillment processes.

Once you have the fulfillment process automated, the question becomes how to market the e-book online in order to get people to buy it. “How do I effectively market my e-books online?” is one of the most common questions I hear from my clients. Here are five tips that will help you sell more of your e-books and generate more revenue:

“ Find a target market to sell the e-book to. Many people think that everyone is their target market, and as a result try to sell their e-book to everyone. They usually end up chasing after potential customers who are not in their target market and are not likely to ever purchase the book. Their e-book sales suffer as a result.

Instead of trying to sell your e-book to everyone, concentrate on a smaller group of people who comprise your target market. These people are much more likely to purchase what you have to offer, and as a result you will get many more sales.

“ Create an effective sales letter for your e-book. Since you cannot take a picture of your e-book and post it on your web site (unlike a piece of jewelry, for example), you need to use the sales letter to promote the e-book.

Make sure that your sales letter effectively describes your e-book and focuses on the benefits your clients will get by purchasing your e-book. Highlighting the benefits will keep people reading the sales letter, and it will generate more e-book sales.

“ Give your customers just a few options on your web site. Sometimes clients tell me that their sales letters don’t sell. When I take a look at the sales letters, they are usually a big mess. Sales letters that do not sell contain too many distractions for the reader: they have links to other web pages and web sites, banners, and text ads for other products.

Make sure that your sales letter provides only a few options to your customers “ an option to buy the product and an option to subscribe to your newsletter, and that’s it. The fewer options you give to your web site visitors, the more likely they are to buy your product.

“ Have a newsletter subscription on your web site. Sometimes people who come to your web site and see your e-book are not ready to purchase the e-book. However, they are ready to subscribe to your newsletter and learn more about you and your products. These people will be ready to buy your e-book eventually, so make sure that you keep in touch with them through your newsletter.

“ Use online marketing techniques to promote your e-book further. Use search engine optimization, business blogging, article publishing and other online marketing techniques to promote your web site and e-book. These methods will bring more visitors to your web site, who are craving the information that you share in your e-book.

You can only make money with your e-book if you sell it. Follow the five tips that we discussed to sell more e-book copies and make more money.



7 Step How To Create And Publish Your Own E Book

In this simple article, I will show you step-by-step how to create your own e-book.

Step 1:

Open your HTML editor (Dreamweaver, FrontPage or etc); if you do not have one, go to search engine and type, "free online editor WYSIWYG".

Step 2:

Type your message or idea into your HTML editor or copy and paste it from your text editor. Design your page and make it simple. After you, finish your work, save your file into specific folder. When designing your page, consider creating your file in single page or multiple pages that link to each other like website. If you new to website design, better you design it in single page.

Step 3:

Compile your file into ebook using ebook compiler. Go to (<http://www.ebookcompilers.com>) and download ebook compiler. This is directory of ebook compiler and there are free ebook compilers too. Download and install ebook compiler into your computer. On the other hand, go to search engine and type, "free ebook compiler".

Step 4:

Open your ebook compiler and browse your file (html file you create in step 2) and follow the instruction in your ebook compiler until finish.

Step 5:

Go to www.winzip.com, download WinZip, and install it. Open WinZip application and create a new Zip file. Add your ebook file and zip it.

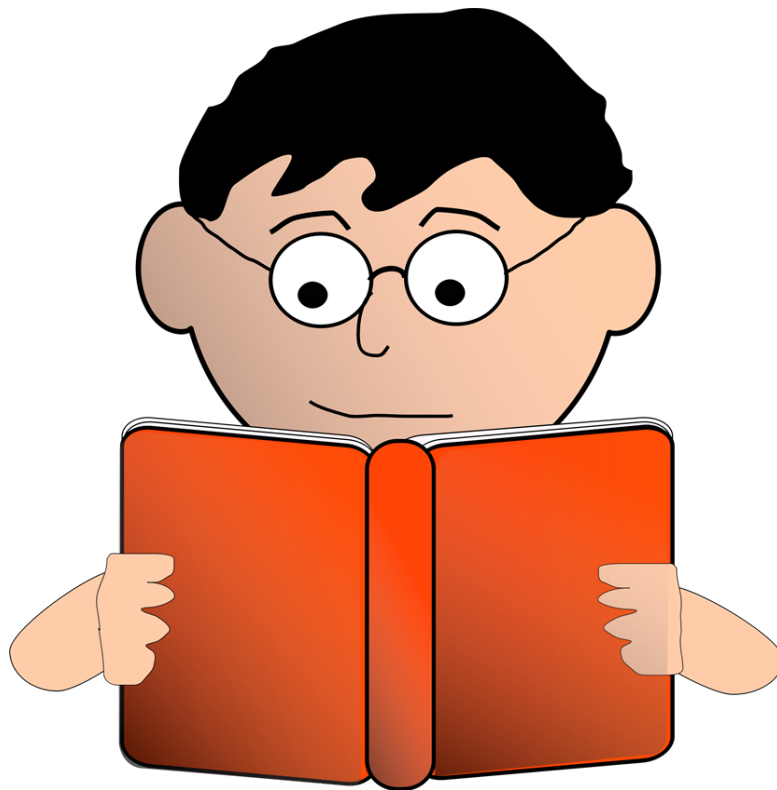
Step 6:

FTP or Upload your zip file (example " ebook.zip) into your web server. You can also sign up for free web hosting. Go to search engine and type, "free website hosting".

Step 7:

Publish your ebook on the internet. Submit it to the ebook directory or freebie directory (if your ebook is free). Go to search engine and type, "free ebook directory" or submit it to www.download.com. Submit first your e-book to www.upload.com because their website received high traffic every week. Allow your website visitors to download your e-book free.

Now you have successfully created your own e-book, publish it on the net but your e-book only can be view by Windows user. So, how your e-book can be view both Windows and Mac users. It is very simple just type your message or idea in word processor and save it in text format. Go to <https://createpdf.adobe.com> and follow the instruction on how to compile your text into PDF file. After you successfully create your PDF file, follow step 5, 6, 7.



How Do You Price Your Ebook

If you price it too high when compared with your competition, you will find yourself steadily lowering the price, which will cause you all kinds of new problems in the future. For example, if you sell your ebook at first for \$49.99, and later reduce it to \$29.95, don't you think the people who bought it for \$49.99 are going to be a little bit un-happy?

Choosing the right price for your ebook is one of the most critical parts of the marketing process. The first rule of pricing ebooks is to never under price. Determine the highest price your audience can afford, and then if you find your book isn't selling, you can always reduce the price. Before you take that step, make sure you are promoting your book like crazy on the Internet and on websites. The price should be aimed at bringing in profits, but you should never forget that price is one of the factors that people use in judging the value of your ebook, before they buy it. So always start with the highest price, and then launch a mega-marketing campaign.

Pricing an ebook is particularly difficult because ebooks are a fairly new commodity. Since they are digital, the value of an ebook is as confusing as the understanding of what digital actually is to the average layperson. This means that we must look at ebooks in a different light in order to determine their actual worth in this brave, new cyber world.

Let's look at the difference between a book in print and an ebook. A printed book is an object you can hold in your hand, store on your bookshelf, even hand down to the next generation. It is priced on factors such as paper stock, design and production costs, and marketing.

But the fact that unites ebooks and print books is that they are composed of ideas. It is the ideas in these books that have the ability to change, or possibly transform, people's lives.

What do you think an idea is worth when evaluated against the cost of paper and ink?

It is the IDEAS that are valuable! That is how you determine the cost of your ebook.

What should I charge for my ideas?

There are all different formulas and methods for determining the correct price for your ebook. Let's begin with honing in on your ultimate goals.

Decide if your goal is to get wide distribution and maximum exposure. This goal is aimed at drawing customers to your business or service, or to establishing the credibility of your reputation. If this is your main goal, you should aim to keep your price on the low side. Some authors have even priced their ebooks at a profit loss to draw a high number of new customers. The key is to find a price that maximizes your profits and the number of books you sell.

This is an excellent pricing strategy if you are looking to acquire long-term customers. Long-term customers are extremely likely to buy from you again and again ? as long as the first ebook they buy is of exceptional quality and beneficial to the customer.

However, if your book contains valuable, and more importantly NEW information, references, or techniques, then you should aim to price it on the high end.

After you figure out your goal, you must figure out what your audience's need is for your ebook. For example, does your book solve a particular problem? If it does, and solves it in a way that hasn't been written about in one hundred other ebooks, you will be able to achieve high sales at a high price. If your book solves a problem or answers questions in a new and unique way, you should price your book as high as you can go. You will achieve larger profits this way, but bring in fewer customers. Just make sure the question or problem that your book solves is one that is important and relevant to the majority of your market audience. If your ideas are not common knowledge, or you are presenting a brand new technique, you will be able to sell books at a high price. Just be prepared for your competition to undercut you on price as soon as they hear about your book.

Keep in mind that the above pricing strategy is temporary. Eventually, you will cease to sell books at this high price. So figure out in advance how long you plan to offer your ebook at this high price, and when that time is up, change your pricing strategy.

If you want to see large profits over customer draw, aim for an audience that is looking for easy solutions to their problems at a low price. If your book is aimed at solving one particular problem rather than general advice, then you can charge more. Start at the highest price the market will bear to bring in the largest profits, and plan to discount the book a number of times throughout the year.

Marketing Strategies

The key that unlocks the sales potential of your ebook is to find a single sentence that becomes your selling handle. This sentence states what question or problem your book answers and the benefits your ebook can provide. Then be sure to use that sentence in every piece of sales and promotional material, and every time anyone asks you about your ebook.

Besides promoting your books assiduously online, there are several other strategies that can help you sell more books.

One is to give something away for free with your book, such as a valuable bonus item. Or bundle several ebooks under one price, which lowers the price for each ebook if they were sold separately.

An effective technique for figuring out a price is to send out a survey to your current customers. If these customers have already bought an ebook from you, ask for their opinion in terms of price. Do this by creating a sales page for the new book, but don't include a price on that page. Instead, add a number of links to survey questions that ask pointed questions to aid you in assigning a price to your ebook.

Another strategy is to test out prices by creating a number of duplicate sales pages with different prices on each page. Make sure your sales copy is exactly the same on every page, and includes your selling-handle sentence. Then figure out for each page the conversion ratio between visitors to your site and sales of your book. This will tell you what your optimum price is.

Ultimately, if you've written a book that solves a problem or presents a new technique, your book will bring in both traffic and profits. So be sure to write that selling-handle sentence that sums up what problem your book solves and what the benefits of your book will be to the customers who purchase it. And then watch your market come to you!

The Magic Price To Market Your Ebook

Have you ever wondered why all those products on TV all cost \$19.95? How about why used car dealersâ€¦excuse me, â€œpreownedâ€ car dealers offer \$199 down \$199 a month?

Itâ€™s an often used and very successful marketing concept. The idea is that certain numbers set off alarm bells in a buyers mind and by shaving a penny or two off the price we can avoid these alarm bells. A person will wrinkle his brow and wonder if that fancy kitchen gadget is worth \$20, but he will be frantically dialing the phone credit card in hand for the low low price of \$19.95. What a bargain.

Believe it or not sales figures seem to support this idea. Shave a few pennies off the round dollar amount and people are more likely to buy from a TV ad, however this doesnâ€™t work in all forms of marketing.

When buying in person people appear to prefer round numbers. For instance. I have a friend who sells knockoff tennis shoes at flea markets. Donâ€™t laugh. He quit his regular job because he makes more in a weekend at the flea market than he did in a 40 hour week.

Anyway he discovered that the magic price for knockoff tennis shoes at a flea market is \$20. Any more and buyers huff and go â€œI might as well go to the shoe store for these prices.â€ Any less and they question the quality of the shoes, Look them over again and again, then walk away without buying.

I wonâ€™t make a value judgement about peoplesâ€™ behavior. The object is to make sales, not judge your customers right? The simple fact is for every product and service there is a magic price that a customer will readily pay with almost no selling on your part.

I wonâ€™t even try to guess why, but for ebooks that price appears to be \$7. You have probably by now seen the rash of \$7 dollar ebooks everywhere. On marketing web sites and blogs and all over the web. For some unknown reason \$5 is too low and 8\$ is too high.

Does it really matter why? As marketers we donâ€™t need to question why. We find what sells and stick with it until it doesnâ€™t sell anymore.

If the public will pay \$7 without flinching who am I to question them?

Maybe itâ€™s because \$5 is not a lot of money these days. So if it cost \$5 it must not be any good or it would cost more. But then \$10 is double digits. Hold on here \$10, I could get two fast food lunches for that.

Okay, I am guessing why, but the point is, \$7 is the magic price for an ebook. Atleast for now it is.

The Power Behind E Books

Have you ever wondered what all the hype is about e-books? Why are they so popular? Would you be able to write your own e-book? These are just a few of the questions we will answer in today's article.

E-books are found almost everywhere on the internet. There are even libraries where you can download free e-books onto your computer. Many of these e-books are free because they are in the public domain, but there are some that have been written specifically to boost advertising.

We are now living in the "information age" where people want to get valuable input quickly and easily. This is where e-books lead the way in a world where information is so often sought after. The contribution of e-books to the internet marketplace is one of the forerunning advertisement methods in use today.

How is it used to promote your business?

By offering e-books to those people who visit your site, you are allowing your visitors to know a bit more about the product/service you are promoting. By writing on a topic that you are familiar with you set yourself up as an expert in your particular field.

By using a form to capture your visitor's names and email addresses you are also building up your very own opt-in mailing list. Is it any wonder that so many people are using this as a viral marketing tool?

Perhaps you are wondering how you too can get on the bandwagon of writing e-books to help boost the traffic to your website or organization.

Obviously, first you must write the e-book. What should you write your e-book on? Your e-book should be based on information that you are already familiar with. Do you have a particular niche that you would like to promote? Then write according to your expertise.

For example, if you are a dog lover, you could write a book about taking proper care of canines, or write about a particular type of dog that you are familiar with. It is more advantageous to write about something concerning your particular market but writing about a complimentary market could also bring you leads that you can use to boost your business.

The important point is to get your name out in the public eye of the internet community so that they will look to you for the expert advice that you can offer.

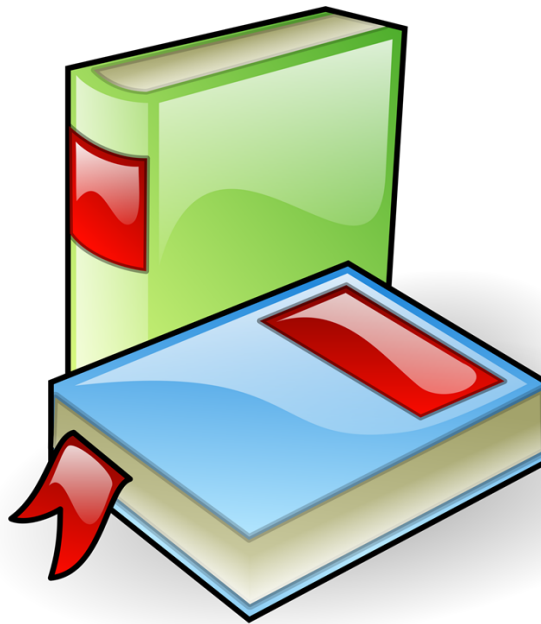
What if you cannot write a book? You may have ideas and know what you want to talk about but you are unable to compose your thoughts in a clear, precise manner. In this situation, all is not lost. You can hire, usually for a small fee, someone else to write the book for you. This is called "ghostwriting" and is actually a very common practice.

To hire a ghostwriter it is your responsibility to make sure that he/she knows what it is you wish to convey in your e-book and they will go about and write the book for you.

You pay them to write the e-book but it is your name that appears as the author.

Once your book is written it must be converted to either an html file or a .pdf file. This is a simple process with a .pdf converter. I personally use PDF995. This is a free converter with an advertisement each time you use it. To get rid of the advertisement there is a small one-time fee of \$9.95.

Now that you have the knowledge, the rest is up to you. The power behind e-books is the leverage it will give you in the internet marketplace. Get started today.



THANK YOU

Learn About Creating E-books

