Profiting From Product Creation

Learn How to REALLY Profit From Creating Your Own Products Online

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CHAPTER 1

The Most Important Thing you Need to Know

There are a lot of advantages to writing ebooks, but the experience is priceless. Authoring something so involved is truly worth the time and effort, not simply for apportioning your knowledge, but for the feedback you get from those who read it.

All the same, when most individuals begin to think about composing an entire eBook, they make the error of believing it will be complicated. The key component for success with any eBook is authoring it and presenting it the right way to your intended audience.

What You Need To Know

It's crucial to be centered if you wish to compose an eBook that will bring in cash. This is the most crucial thing about authoring a great eBook: don't let your attention wander from your goal as the more data that you are able to include in your eBook the greater it will be. For instance, if you're composing an eBook about "cat training" you have to stick to that matter and not attempt to cover everything about cats.

If an individual chooses to purchase an eBook online, they're frequently looking for very directed info that may be utilized immediately. They don't wish to go through a whole bunch of frivolity before getting to the info they require.

Additionally, bear in mind that the caliber of your eBook relies on how well you produce it. Among the chief reasons why publishers reject books again and again is because they're written poorly. So if you wish to give your target audience something they'll like, along with great info, your presentation likewise matters.

No one will give your eBook very much credit or even wish to read if it is not composed in a professional fashion. You have to really certain of what you write and how you're delivering it.

Make certain that you're specific when you ask other people to review your eBook. Would you like review of your spelling and grammar? Or about the flux and the consistency? How about the caliber and usability of your info? You have to be extremely specific when you're inviting feedback from individuals

so that you know what precisely are the changes that you have to make. Remember, authoring a great eBook takes work and time and that means that you have to take the feedback you get to heart and put it to use.

Platform

"Platform" is the publishing hoopla for a plan that you've developed to market your eBook once you've released it. Your platform consolidates a number of tools to circulate the word about your new or newest eBook. As the responsibility for marketing your book is mostly your own, you're not only the writer; you're your own publisher, also. In and of itself, you're totally in charge of getting the word out to anybody you wish to purchase and read your eBook.

As an eBook, published electronically for a likely readership that will get it, store it and read it is in an electronic data format, it stands to reason that you can reach that likely readership by electronic means. Here are a few of the things I've utilized to advertize my eBooks:

Review Books

Amazon and Barnes and Noble both enable me to provide a two-week lending of my book to a target area list of likely book reviewers associated with papers, magazines and blogs, who may help me to circulate the word about my eBook.

Smashwords goes beyond that: by their unparalleled couponing program, they let me send net coupons to this same target market, who may issue an indifferent review of my eBook for their particular readership. My blended target market reviewers get through to a potential huge readership nationwide.

Releases

In order to accomplish my plan for book reviewer and book purchaser recruitment, I formulate numerous press releases tailored to each particular demographic or geographic section.

Writer and Book Pages

Each of my selected publishers provides me with a free writer page and a separate marketing page for each of my eBooks, which enable me to provide relevant info about my eBooks and my pertinent background, likewise links to my appropriate blogs and an chance to sample and (hopefully) sell my eBook.

I utilize 2 of my blogs, to advertize any fresh developments about my eBooks. If you're an author and/or a writer, I strongly advocate that you take up blogging. It's an awesome way to express yourself on a steady basis, and it's not as hard as you may believe. As a matter of fact, WordPress.com makes it really simple with stepwise tutorials and ready-made, neat and clean templates that take all the hard stuff out of it. Likewise, WordPress blogs tend to bear very few W3C Validation errors, which aids in maximizing SEO.

Social Sites

This is an area that I'm starting to develop for my marketing technique. Right now, I'm limiting myself to Facebook and LinkedIn. On Facebook, I'm acquiring better results, and I'm building more of a fan base of loved ones and acquaintances, and of acquaintances of acquaintances. Facebook enables me to issue news about my publishing efforts, full of images and direct links to particular posts on my blog.

E-Mail Marketing

In planning for advertizing my eBooks, I acquired an extensive list of e-mail contacts, categorized into groups: loved ones, acquaintances, fellow publishers, paper editors, magazine editors, bloggers, book reviewers, and so forth. These sub-lists enabled me to tailor-make my promotional messages suitably to every group.

Publish More Than A Single Ebook

Publish more than one eBook, and publish a list of every one of your earlier eBook titles on the title page of every succeeding eBook that you publish.

Utilize a Pro Cover Designer

It's taken for granted that, particularly in the eBook publishing business, your cover picture sells your book. I'm exceedingly fortunate to have a designer who's a really talented and experienced family member who is a graphic designer. Even if you're not so lucky, I advocate you do whatever it takes to get a pro digital front cover image for your eBook. You'll need it if you wish to publish on iPad and a few of the other major eReader formats.