

**An In Depth Look
At
E-Book Marketing**
by Debbie Ducker



How to Write,
Price & Market
Your E-Books
For Profits!

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**An In Depth Look
at
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E-Books – Profit-Pulling Powerhouses

E-Books are one of the mediums of the Internet that never dies down in popularity. People love reading, always have always will. They are just as powerful for sharing marketing information, ideas, techniques, and expert knowledge today as they were when the first one was created and sold or given away for free.

With no signs of every slowing down because each day the number of people accessing the Internet grows. It is no mystery why e-book publishing is such a powerful tool for any one wanting to run a profitable on line business.

Having said that, let's look at what makes E-Books so important and so unique.

- 1 **E-Books have certain abilities and qualities that other mediums do not possess.** For example, E-Books are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.
- 2 Additionally, **E-Books are easily and rapidly distributed online.** They are also easily updated; they do not require a second print run. All you need is to go into your original creation and modify the text or graphics. Because of this flexibility, E-Books can change and grow as fast as you can type.
- 3 **E-Books are also immediately obtainable.** You don't have to go to a bookstore or search through endless titles at an online bookstore. All you have to do is download it from a website, and presto! It's on your computer, ready to be read.
- 4 **E-Books are interactive.** This is one of the most unique and specific qualities that E-Books offer. You can add surveys that need to be filled out, order forms for customers to purchase your products or goods, sound and video that draw your reader into the virtual world of your E-Book, even direct links to relevant sites that will expand your E-Book outward. The potential is virtually limitless.
- 5 **E-Books have a particular kind of permanence that other mediums do not possess.** Television shows and radio shows air once, and then may rerun a few times. E-Books remain on your computer for as long as your choose, and they can be read and reread whenever you choose to. They can even be printed out and stored on the shelves of your traditional home library.
- 6 **E-Books have no barriers in terms of publishing.** You don't need to go

through the endless process of submitting your manuscript over and over again, and then once you land an agent, having the agent submit your manuscript over and over again. Nor do you have to shell out thousands of dollars for printing a self-published book. All E-Books require is a writer and appropriate software.

- 7 Another phenomenal advantage of E-Books is that **you can test their marketing potential** without putting out hardly any cash at all. You can even produce an E-Book one copy at a time, each time you receive an order, eliminating the need for storage and inventory. By this method, you can gauge the salability of your E-Book, and make adjustments as necessary until the orders start pouring in. E-Books allow you to learn about your market and customer habits and motivation over a period of time, without risking your precious financial resources. They also provide you with an invaluable way to gather marketing information, which you can use in many different facets of your business.

Finally, you have creative control over your E-Book. You don't have to compromise with an editor or the publishing trends of the time. You don't have to haggle with a designer or wait for copyedited galley to arrive by snail mail. You are in complete control of the design and the text.

How to Use E-books for Marketing and Promotion

There are innumerable ways to use E-Books to promote your business and drive quality traffic to your website. Once posted on your site, you can turn them into a daily course, which brings your customer back to read the next chapter. You can use them as a free gift for making a purchase or for filling out a survey. Put your E-Book on a disc, and you will have an innovative brochure. Give them away free in exchange for a member joining your mailing list.

You may want to create affiliate programs that will also market your E-Book. Affiliates can be people or businesses worldwide that will all be working to sell your E-Books. Think about this. Do you see a formula for success here?

The most effective marketing products are those that are unique. Copyright your E-Book, and immediately, you have a powerful tool that you, and you alone, can offer to the public. People will have to visit your site to acquire your E-Book, which increases the flow of quality traffic and the potential of sales and affiliate contacts.

Use your E-Book to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an E-Book with this

invaluable information. This will increase the value of your business, upgrade your reputation, and get you known as an expert in your field.

You can extend the value of single E-Book by breaking the book down into chapters for a serial course, into special reports available on your website, or into audio or visual tapes. E-Books can be broken down into several different promotional materials such as using chapters from the book as individual articles and using them to promote your product.

You can include a catalog in your E-Book to promote all the products or services you sell. You can include a thank-you note for reading your book and an invitation to download a trial version of your product. Or you can include a form for your audience to contact you for further information or with questions, thereby building your business relationships and your mailing list.

Using E-Books in this manner helps to cut the cost of individually producing separate promotional materials. You can use a single E-Book to entice new prospects and to sell your products to your current customers.

No other medium has this kind of flexibility and ability for expansion. Think of your E-Book like a spider spinning a beautiful and intricate web. Now go and create that web, and see how many customers and prospects you can catch!

Why Should "I" Write E-Books?

At this point you may be thinking why should I write a e-book though. Hasn't there been an e-book written for everything needed now?

Many may believe that everything that has been said has already been written. But since that unfortunate axiom came into use, the whole universe has changed. Technology has changed, ideas have changed, and the mind sets of entire nations have changed.

The fact is that this is the perfect time to write an ebook. What the publishing industry needs are people who can tap into the world as it is today - innovative thinkers who can make the leap into the new millennium and figure out how to solve old problems in a new way. Ebooks are a powerful tool for original thinkers with fresh ideas to disseminate information to the millions of people who are struggling to figure out how to do a plethora of different things.

Let's say you already have a brilliant idea, and the knowledge to back it up that will enable you to write an exceptional E-Book. You may be sitting at your computer staring at a blank screen wondering, "*Why? Why should I go through all the trouble of writing*

my E-Book?"

Let's look at the many reasons why you should take the plunge and get your fingers tapping across those keyboards!

Let's say you already have an Internet business with a quality website and a quality product. An E-Book is one of the most powerful ways to promote your business while educating people with the knowledge you already possess as a business owner of a specific product or service.

For example, let's say that you've spent the last twenty-five years growing and training bonsai trees, and now you're ready to share your knowledge and experience. An E-Book is the perfect way to reach the largest audience of bonsai enthusiasts.

E-Books will not only promote your business - they will help you make a name for yourself and your company, and establish you as an expert in your field. You may even find that you have enough to say to warrant a series of E-Books. Specific businesses are complicated and often require the different aspects to be divided in order for the reader to get the full story.

Perhaps your goals are more finely tuned in terms of the E-Book scene. You may want to build a whole business around writing and publishing E-Books. Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your E-Books. Maybe you're even thinking of producing an E-zine.

One of the most prevalent reasons people read E-Books is to find information about how to turn their Internet businesses into a profit-making machine. And these people are looking to the writers of E-Books to provide them with new ideas and strategies because writers of E-Books are usually people who understand the Internet world we now live in. E-Book writers are experts in Internet marketing campaigns and the strategies of promoting and distributing E-Books.

Figure out what your subject matter is, and then **narrow it down**. Your goal is to aim for specificity. Research what's out there already, and try to find a void that your E-Book might fill.

What about an E-Book about a wedding cake business? Or an E-Book about caring for elderly pets? How about the fine points of collecting ancient pottery?

You don't have to have three masters degrees to write about your subject. People need advice that is easy to read and easily understood. Parents need advice for dealing with their teenagers. College students need to learn good study skills - quickly. The possibilities are endless.

After you've written your E-book...

Getting your E-Book out is going to be your focus once you've finished writing it, just as it is with print books. People will hesitate to buy any book from an author they've never heard of. Wouldn't you?

The answer is simple: give it away! You will see profits in the form of promoting your own business and getting your name out. You will find affiliates who will ask you to place their links within your E-Book, and these affiliates will in turn go out and make your name known. Almost every single famous E-Book author has started out this way.

This doesn't mean you should stop here. Eventually, you will move into where most of the wealth mountains are – **selling them, and then maybe their Resell Rights and Private Label licenses!**

Another powerful tool to attract people to your E-Book is to make it interactive. Invent something for them to do within the book rather than just producing pages that contain static text. Let your readers fill out questionnaires, forms, even crossword puzzles geared to testing their knowledge on a particular subject. Have your readers hit a link that will allow them to recommend your book to their friends and associates. Or include an actual order form so at the end of their reading journey, they can eagerly buy your product.

When people interact with books, they become a part of the world of that book. The fact is just as true for books in print as it is for E-Books.

That's why E-Books are so essential. Not only do they provide a forum for people to learn and make sense of their own thoughts, but they can also serve to promote your business at the same time.

Make sure that you keep your E-Book current. Update it frequently as the market and trends change. Add new advice and techniques to show your prospects how your goods or services can enrich their lives. By constantly keeping abreast of new trends and techniques, you can continue to see profits from your E-Book for years after your original creation.

How to Write an E-Book

The hardest part of writing is the first sentence. When you look at the whole project, it seems like an impossible task. That's why you have to break it down into manageable tasks. Think of climbing a mountain. You are standing at the foot of it and looking up at

its summit vanishing into the clouds. How can you possibly scale such an immense and dangerous mountain?

There is only one way to climb a mountain: **step by step**.

Now think of writing your E-Book in the same light. You must create it step by step, and one day, you will take that last step and find yourself standing on the summit with your head in the clouds.

The first thing you have to do, as if you actually were a mountain climber, is to get organized. Instead of climbing gear, however, you must organize your thoughts. There are some steps you should take before you begin. Once you've gone through the following list, you will be ready to actually begin writing your E-Book.

Beginning Steps to Writing an E-Book

First, figure out your E-Book's working title. Jot down a few different titles, and eventually, you'll find that one that will grow on you. Titles help you to focus your writing on your topic; they guide you in anticipating and answering your reader's queries. Many non-fiction books also have subtitles. Aim for clarity in your titles, but cleverness always helps to sell books.

Next, write out a thesis statement. Your thesis is a sentence or two stating exactly what problem you are addressing and how your book will solve that problem. All chapters spring forth from your thesis statement. Once you've got your thesis statement fine-tuned, you've built your foundation. From that foundation, your book will grow, chapter by chapter.

Your thesis will keep you focused while you write your E-Book. Remember: all chapters must support your thesis statement. If they don't, they don't belong in your book. For example, your thesis statement could read: We've all experienced insomnia at times in our lives, but there are twenty proven techniques and methods to give you back a good night's sleep.

Once you have your thesis, before you start to write, make sure there is a good reason to write your book. Ask yourself some questions:

- 1 Does your book present useful information and is that information currently relevant?
- 2 Will your book positively affect the lives of your readers?
- 3 Is your book dynamic and will it keep the reader's attention?

4 Does your book answer questions that are meaningful and significant?

If you can answer yes to these questions, you can feel confident about the potential of your E-Book.

Another important step is to figure out who your target audience is. It is this group of people you will be writing to, and this group will dictate many elements of your book, such as style, tone, diction, and even length. Figure out the age range of your readers, their general gender, what they are most interested in, and even the socio-economic group they primarily come from. Are they people who read fashion magazines or book reviews? Do they write letters in longhand or spend hours every day online. The more you can pin down your target audience, the easier it will be to write your book for them.

Next, **make a list of the reasons you are writing your E-Book.** Do you want to promote your business? Do you want to bring quality traffic to your website? Do you want to enhance your reputation?

Then write down your goals in terms of publishing. Do you want to sell it as a product on your website, or do you want to offer it as a free gift for filling out a survey or for ordering a product? Do you want to use the chapters to create an e-course, or use your E-Book to attract affiliates around the world? The more you know upfront, the easier the actual writing will be.

Decide on the format of your chapters. In non-fiction, keep the format from chapter to chapter fairly consistent. Perhaps you plan to use an introduction to your chapter topic, and then divide it into four subhead topics. Or you may plan to divide it into five parts, each one beginning with a relevant anecdote.

How to make your E-Book "user friendly"

You must figure out how to keep your writing engaging. Often anecdotes, testimonials, little stories, photos, graphs, advice, and tips will keep the reader turning the pages. Sidebars are useful for quick, accessible information, and they break up the density of the page.

Write with a casual, conversational tone rather than a formal tone such as textbook diction. Reader's respond to the feeling that you are having a conversation with them. Break up the length and structure of your sentences so you don't hypnotize your readers into sleep. Sentences that are all the same length and structure tend to be a good aid for insomnia!

Good writing takes practice. It takes lots and lots of practice. Make a schedule to write at

least a page a day. Read books and magazines about the process of writing, and jot down tips that jump out at you. The art of writing is a lifetime process; the more you write (and read), the better your writing will become. The better your writing becomes, the bigger your sales figures.

In an E-Book that is read on the screen, be aware that you must give your reader's eye a break. You can do this by utilizing white space. In art classes, white space is usually referred to as "negative space." Reader's eyes need to rest in the cool white oasis you create on your page. If your page is too dense, your reader will quit out of it as soon as their eyes begin to tear.

Make use of lists, both bulleted and numbered. This makes your information easy to absorb, and gives the reader a mental break from dissecting your paragraphs one after the other.

Finally, decide on an easy-to-read design. Find a font that's easy on the eyes, and stick to that font family. Using dozens of fonts will only tire your readers out before they've gotten past your introduction. Use at least one and a half line spacing, and text large enough to be read easily on the screen, but small enough so that the whole page can be seen on a computer screen. You will have to experiment with this to find the right combination.

Of course, don't forget to run a spell and grammar check. You are judged by something as minor as correct punctuation, so don't mess up a great book by tossing out semicolons randomly, or stringing sentences together with commas.

Last of all: **create an index and a bibliography.** That's it! You've written a book! Now all you have to do is compile and publish your E-Book online, and wait for download request from your website visitors!

How to Price Your E-Book

You've written and compiled an E-Book that you have decided to sell rather than give it away. Now you have to decide how much to charge for it. Finding the right price is essential to the success of your product. If you charge too little, people will think it's of little value, and they won't purchase it, or even if they do buy your book, you will have to sell thousands of copies to get to the point where you can begin to see a profit. 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 E-Book at first for \$39.99, and later reduce it to \$24.95, don't you think the people who bought it for \$39.99 are going to be very upset?

There are several factors you must consider as well, such as any fees you have to pay to your payment processors, hosting fees to house your ebooks for downloads and web pages to sell it, etc.

Also remember this, the fact that unites E-Books 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 E-Book.

What should I charge for my ideas?

There are all different formulas and methods for determining the correct price for your E-Book. 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 E-Books 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 E-Book 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 E-Book. 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 E-Books, 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.

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 E-Book 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 E-Book.

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.

If your aiming for an audience that is looking for easy solutions to their problems at a low price. In this case you could take an opposite strategy to the above and set the price as low as possible with adamant notice (or even a timer script) showing the price will increase very soon. Those who want it at the lowest price must buy now. This has proven a very powerful strategy as of late for many authors of e-books.

Marketing Strategies

The key that unlocks the sales potential of your E-Book 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 E-Book 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 E-Book.

Learn how to write powerful sales copy, or hire someone to write it for you. This is an essential. You absolutely need excellent sales copy to sell your book. Make sure the copy includes all the reasons your target audience needs your book, and the benefits they will derive from buying it.

Use graphics in your promotional materials. Beautiful graphics have the power to instantly convey the quality and value of your E-Book. Graphics can also convey the amount of valuable information the book contains, and your careful attention to detail. Professional graphics sell professional books. They reassure the customer that the product is what it claims to be.

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 E-Books under one price, which lowers the price for each E-Book if they were sold separately. But make sure the bonuses are valuable and high quality. Too many bonuses that are basically a load of useless stuff will compromise the impression your audience has of your E-Book. The goal is to convey to your audience that they are getting a quality product for a good deal. That means applying restraint, especially when it comes to adding bonus items. Too much free stuff offered diminishes your credibility.

Building an affiliate program around it is another very powerful way to sell it. This can be accomplished quite easily via affordable, easy to use programs such as ClickBank.

Giving your affiliates a re-branded book adds even more incentive to your affiliates for selling the book.

Using the idea of excerpting chapters for articles, you can offer these tidbits for free on your website as a sort of demo of your book. Include an order form for your E-Book at the end of the excerpted articles. Write other related articles and put a link to your e-book in your author bio. These articles can be posted around the Internet via article directories, in your own ezine, given to your affiliates to place their own affiliate links to your book in the author bio, etc.

Frequent forums and blogs related to your e-book. As you interact with these site by making comments or answering / asking questions. Be sure you have a link to your e-book in your signature.

Use a signature in your emails as well to boost exposure.

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!

Sincerely, Debbie Ducker

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Resource Guide

Recommended Reading

["Viral Marketing Values"](#) - Learn how to Increase Your Business on a Shoestring Budget With Powerful Viral Marketing Strategies.

["Building & Using An Optin List From A-to-Z"](#) - Learn how to build an optin list, and increase profits.

Recommended Traffic Generation Resource

[Post Free Weekly Ezine Ads](#) - Join the Ducker Promotion Ezine. Get weekly EZINE Ads - Web based RSS Feed tie in.

[LeadsLeap](#) - The brand new site that gives you quality exposure to your text ads. They have taken the power of PPC ads and combined them with quality ezine advertising and viral marketing!

Recommended Payment Processors

[AlertPay](#) - A secure, fast and easy way to take payments for your ebook sales.

[ClickBank](#) - One of the Internet's most reliable sites for taking instant payments for your digital products.

[E-Gold](#) - The Internet's oldest most reliable gold exchange. Great for selling your ebook worldwide. E-gold is the only tangibly backed, worldwide electronic monetary/payments system. 100% backed by physical gold (silver, platinum, palladium).

[PayPal](#) - Another great secure option that is easy to set up and use on any web site or even in email advertising.

Recommended PDF File Creation Software and Accessories

[PDF995](#) - allows you access to numerous advanced PDF creation features for free.

[Instant PDF Profits](#) - professional rebranding software for your PDF eBooks.

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