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Foreword

The term E-book can mean a variety of different things in varied context; however the most basic reference would be that it is a source of information done in a digital file. This book gives you the tools to publish yourself.

E-book Publishing Secrets
All The Ins And Outs Of E-book Publishing

Chapter 1:

E-book Basics

Synopsis

It should be clearly understood that E-books are now something one can actually "hold" in the conventional style often associated to regular books. Invented and tailored to be used as readable information for electronic gadgets such as iPads, iphones, computers and such.

The Basics

Initially these E-books were designed to only address a limited audience which consists mostly of technical information for those related to the world of computers.

However today E-books can be written on every topic imaginable as it is accessed by an equally wide array of people with much diversified interests.

Even the very special place of books known as libraries has started providing the facilities to allow a visitor to indulge in this style of sourcing for information.

E-books are the rave now as most people have access to the electronic gadgets that facilitate the experience. Everyday numerous amounts e-books are written and sent to various publishers in the hope of getting their material recognized and published.

Sadly this is proving to be more and more difficult because of the sheer numbers of available material. Also being the wide medium that it is, the internet is better able to reach the target audience when compared to the more conventional printed books in the market.

Also another compelling reason for the switch to E-books is that it is not as pricy as the more conventional books.

E-books are also comparatively easier to access as compared to having to lug around a variety of conventional books to gather the

same amount of information. Because the topic found on the many e-books available it is also a better choice when doing research and presentations.
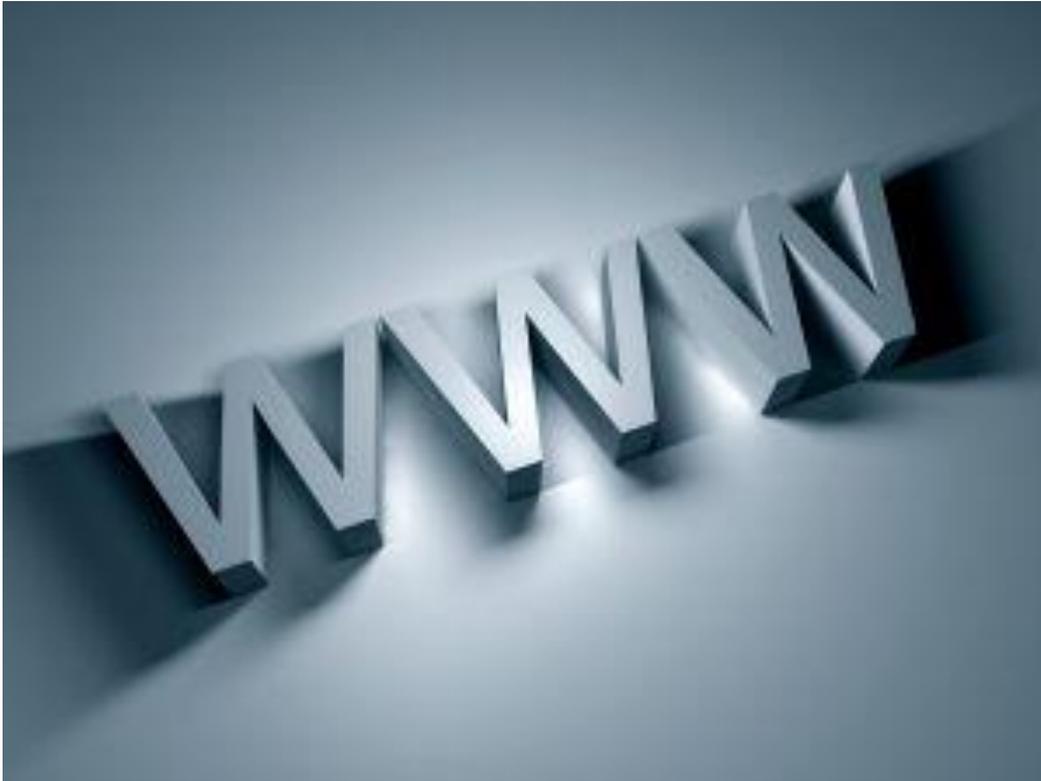
Chapter 2:

Decide If Your Book Will Be Used For Profit Or Promotion

Synopsis

E-books can be designed and used for a variety of reasons. Deciding its primary use before writing an e-book would be advantageous. However before make such a decision perhaps understanding the different advantages and disadvantages of using the e-book for profit or promotion would be instrumental in making the decision.

The Purpose

E-books are an excellent and cost effective way of promoting anything. As the target audience is varied and wide, using this form of promotion to reach people is very beneficial indeed.

This unique collection of information is always available and accessible for all at any time and place where there is internet or other electronic gadgets accessibility.

The E-book style of information feeds the general need for information and is a tremendously growing platform of delivering information. Basically E-books can be used to promote regular businesses particularly an online business.

The reason this is such a popular avenue is because most surfers browse information randomly and with specific intentions. An informative E-book will create the excitement necessary to direct the interested party to the intended site in order to garner revenue.

These E-books can comfortably take the place of sales promoters without actually having to cost much. The cycle of duplication and passed information is virtually endless and thus giving the well needed promotional elements vital to any endeavor.

When it comes to the profit making aspect of designing and churning E-books there is also a lot to be said. Revenue can be earned for well

designed and informative E-books. Also the general outlay is virtually nonexistent as everything can be done via the internet. Time and money is also minimal when it comes to creating E-books. Being a very large industry, these publishing entities are able to reach a wider audience perpetually.

Chapter 3:

Decide On The Format

Synopsis

Here again there are a variety of style that can be adopted when designing an E-book. There are several options and understanding the differences would assist the individual in choosing the type of format most suitable to the material intended to be posted.

Choose

Although the end user of an E-book generally just wants to read the material content, there may be other more technical aspects that contribute to the choice made. Below are some of the technical aspects of the different formats available:

- Amazon Kindle – basically created with the proprietary format, AZW, it is designed to follow different serial number notations and has its own DRM formatting, which is conveniently delivered through the wireless systems.

- Archos Diffusion – this format is very versatile and supports a variety of input formats in text, audio and video. Using PDF, WMA, MP3, WMV it consist of interactive functions like bookmarking, advanced plain-text searching, dynamic text highlighting and many more.

- Broadband E-book – is done in a proprietary format and those who use reader software for general purpose computers can easily read the material.

- Comic Book Archive file – is as the name depicts, is used for sequential image files for fluent viewing. Stored as a single archive file it is very useful for comic book type designs as it is not a distinct file format. There are also applications that support additional tag information.

- Compiled HM – This is a proprietary format style based on HTML. Here there is the advantage of multiple pages and embedded graphics compressed in a single file.

- Desktop Author – having the electronic publishing suite that allows the virtual turning of pages, this style is useful for publications such as brochures, e-books, digital photo albums, e-cards, digital diaries, quizzes and many more. These can be viewed inside web browsers or as standalone features.
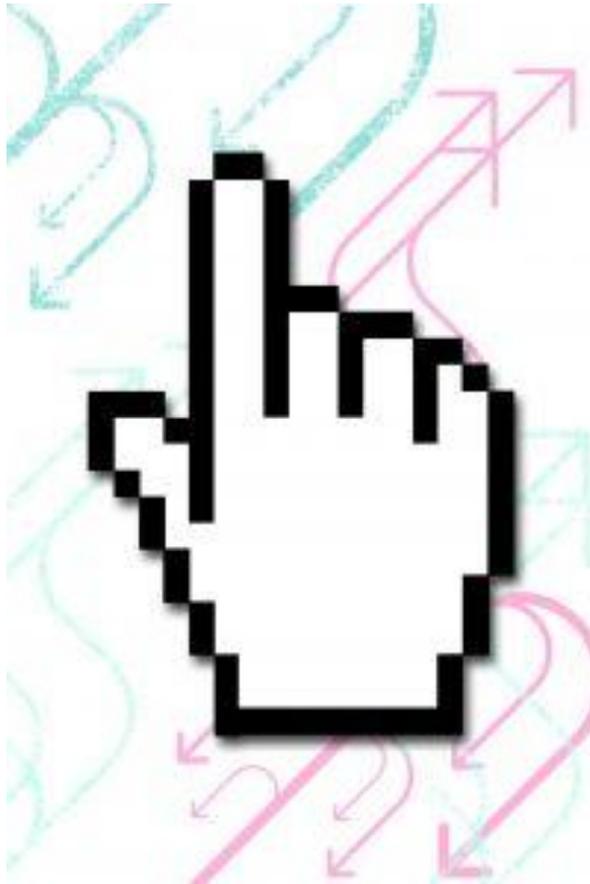
Chapter 4:

Find A Self Publishing Company For Sales

Synopsis

There are several reasons as to why this comparatively new form of publishing is fast gaining popularity. Exploring and understanding these reasons will better allow the individual to make informed decisions that eventually affect the sales and popularity of the material.

Get Selling

Generally understood as a more personalized venture, those involved basically decide on almost every aspect of the material to be published and the process it goes through.

These may include the control of the designing of the cover and contents, formats to be used, pricing, distribution avenues, marketing strategies and perhaps even PR works.

These can be done personally or with the help of some more specifically experienced experts, depending on the assistance needed. This style is very attractive to the individual as it definitely denotes more autonomy of the entire process, which in most cases is very important to the writer.

The developments in the technological world have since expanded so much that it is not impossible to produce a piece of work that is equal to or even better than the more conventional and perhaps challenging old style.

The stigma previously attached to the self publishing entity no longer exists as its popularity is now well accepted as a norm. Perhaps one of the most desirable factors that self publishing has to offer is the time frame needed to actually get the material to the intended target audience.

Where the more traditional method may take a number of years the self publishing style can be done within a fraction of the time.

Aligning one's self with the right complimenting assistance also helps to lessen the burden of having to address every aspect yet this style still allows the individual to have relatively total control within the entire process. This also comes with the advantage of retaining all rights and royalties.

Chapter 5:

Set Up Payment Processing or A Download Link For Freebies

Synopsis

The setting up of a successful payment processing page does not necessarily just mean collecting money though it is of course implied. There are several items that should be included to ensure each transaction is easily and correctly done to everyone's satisfaction. Ideally some of the things that should be included are a catchy sales pitch, a thank you page, affiliate pages and the terms or policy of the service provided.

Ways To Pay

The pricing and billing policies should be clearly outlined within the sales page. Then there should also be some information on the refund policy if any. It would be a good idea to have some form of refund policy in place as this also shows the confidence in the product or service being offered. Strong guarantees go a long way.

There should also be a well thought of order of buttons that are hyperlinked to the payment avenue picked. When all this is clearly outlined the next step that is equally important is the thank you page.

This should be made accessible when the payment part of the transaction has been made. The information to be included is support links where the customer can address any queries or dissatisfactions effectively and quickly.

It is also a good idea and marketing tool to source for other merchants that maybe willing to form a partnership of sorts with the intention of providing freebies.

Incentives can be designed to be beneficial to all parties especially the one making the purchase. When there are added benefits such as discounts, free processing for subsequent purchases, coupons or any other valuable added incentives the entire process becomes more appealing to the customer.

It should be noted that being bombarded with too many accompanying adverts and promises of freebies is also not a good marketing strategy as it only ends up confusing the potential purchaser.

Chapter 6:

Promote Your Book

Synopsis

The idea behind publishing any material is to be able to ensure the target audience is privy to the material. The most important aspect would therefore be to get the necessary attention and exposure for the intended material. There are of course a lot of tried and true methods that have been successfully adopted and here are just some of the recommendations:

Get it Moving

- Providing an intriguing synopsis of the material to be sold is the first step to reaching the target audience. Accompanying these will strong positive reviews from either previous works or the intended publication also carries a lot of weight. Compiling positive feedback and presenting it as a marketing tool is very persuasive.

- Using the blogging tool to promote the material will also help generate the interest needed to create a "buzz". Once the attention is guaranteed the follow up processes will be much easier to garner.

- Creating an affiliate program will also be an added benefit as it widens the audience base and thus garners the well needed attention for the material. By linking to other similar material content sites the individual is able to also promote the eBook as either a complimenting element or as a fresh angle altogether which is mutually beneficial.

- Creating and actively participating in social sites is also another form of ensuring awareness for the eBook. Popular sites like Twitter and Face book are just some example of social sites that can be used to promote the material effectively and successfully.

However one should be careful in how the eBook is depicted within the promotional exercise, as most social site visitors have short attention spans and such a wide varied interest that it may prove to be hard to keep the said attention if the material is not interesting or long winded.

Wrapping Up

Customers who buy electronic readers read more books than those who read bound volumes. Sales of digital books the second quarter of 2009 were 3 times the 2008 figure for the same period of time, according to a CNN report.

You may take advantage of the eBook popularity and be a published author by writing an electronic book (eBook) and publishing it online.