

Doug Myers'

 **How To Promote** 
Your e-Books

By

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How To

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GTI provides tips, tricks and techniques that will help you through internet marketing. The ideas presented are practical and real. It does not shower you with hypes about earning \$\$\$, but what it does is tells the truth. While it provides essential knowledge you need to survive on the internet, it also reviews various products you might need in the course of your marketing adventure. These products are genuinely reviewed, with all their features and flaws accurately represented, and not just being a copy of the product's salesletter.

Introduction

The Internet has evolved into a great marketplace. It's an opportunity which no one can afford to miss. The digital market is so huge that there are thousands of transactions going on even as you read this report. One of the biggest reasons why people surf the internet is to get more information. They want all the information that they can get, and they want it quickly. In the internet, the information you need might just be a click away. This is one reason why e-Books have become so popular. They are one of the best ways to provide the necessary information, and that too as fast as lightning. e-Books are also one of the best things you can sell, as you just need your already existing knowledge, which thousands of others are hungry for. Writing an e-Book can be an easy task, but what next? Marketing your e-Books

can be a little tricky. This is due to the high congestion of information. So how would an end-user know which one would provide him with what he wants? Your primary goal as a marketer is to bring your product in the eyes of those who are looking for the information you're providing. Be sure to read each and every method to promote your e-Book carefully. Some of them might sound simple, or even as commonsense, but they're the one that can bring you profit.

*To Your Success ,
Doug Myers*

METHOD #1:

Let People Know What You Really Do Know

The primary, and one of the best ways to promote your e-Book is through articles. If you could write an e-Book, you won't have problem writing articles!

But writing article for promoting a product isn't that same as casually writing one.

There are many things you have to keep in mind, and there are many more things that you can take advantage of.

The primary problem is, how to write an article? What should it cover? We all

know that your article should be related to the subject of your e-Book, but at the

same time you should make sure that your article isn't giving away all the

valuable information contained in your e-Book for free!

To explain the process of writing an article, which provides you with the most

productive results, let's take an example of an e-Book. Consider an e-Book, which

explains how to optimize your websites for better search engine traffic. In a

nutshell, it's a book about Search Engine Optimization (SEO). Let's consider that

this book has been written by you, and you have it ready for sale.

Now its time to write articles, that would help promote your e-Book.

So what

topics should you cover in your article? The best simple answer is,

“The Importance of Search Engine Optimization”. You can write articles on why

SEO is important, what benefits can one get by perfectly optimizing his website

for easy search engine traffic. This way, you bombard the reader with the

absolute necessity of SEO. So what is the reader's next course of action?

He'll

surely try to gain more information on how he can optimize his website for search

engine traffic! So what does he come across? Your e-Book!

While the importance of the subject can be one topic you can write about, you

can even give some small tips and tricks which one can follow. Lets say your e-

Book has a chapter on optimizing a specific element, you can give away a very

brief and **“incomplete”** information about it in your article. The **“incomplete”**

information refers to a good nugget of wisdom, but the reader still needs to gain more information about it to use it to its full potential! Again, your e-Book becomes a key to the locker containing the solution. I am pretty sure by now that you have the idea about what you could write in your article. Now, your article should not contain any self-promotion, or active links to your site just for the sake of self-promotion. Most of the quality article directories will simply reject your article! You don't want that to happen. You are here to gain a reputation, not to shatter the existing!

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Write the article which provides a brief information, as per the idea we just discussed above. Write about the importance of a concept that your e-Book covers, maybe even a small section of your e-Book, which might still need purchasing your e-Book to use that concept to its fullest potential. Now, here is one of the important part. You cannot be happy just writing one article. Prepare atleast 4 articles. You can cover different portions about the subject in each of them. You may even divide a big article into 4 small articles of about 300-400 words. Whatever it might be, your article **should** be informative.

After your job is completed, comes the most important part. This is your

Author's Resource Box

. Article directories provide a special place for you to tell the readers something about yourself, or maybe even about your products. This is what you should use to your advantage.

Lets take that SEO e-Book example again. Lets say i want to promote that e-Book

in my Author Bio section. I would write something like,

Want the perfect solution to optimize your website for search engines?

OR

Want a perfect Search Engine Optimization resource?

OR

Would you like to use the traffic potential of search engines to your advantage?

These lines are just like salesletter headlines. The one tip i can give here is that,

you can even use your salesletter headline here! After the headline, you even

have to instruct the user what to do. You have to tell the user to click on your

link! He won't magically know where the information you're offering is available.

Lets select one of the above headlines so that i can provide an example Author

Resource Box.

Would you like to use the traffic potential of search engines to your advantage? Click here to find out more!

(Your other personal information)

Your headline when clicked should take the user to your site, where you're

offering your product. After your advertisement, it is wise to include some

information about yourself, as with any other article.

If a person really liked your article, he gains confidence in your information.

He'll

readily buy the infoproduct you're offering, because he has already realized the

quality of your work.

This technique isn't time consuming, and the results are impressive.

You just

have to remember the follow points,

•

Write atleast four articles.

•

Submit those articles together.

•

Don't self-promote yourself in your articles, the Resource Box is enough.

•

Try maintaining the quality of your articles.

•

People will judge you from your articles.

Below is a small list of directories you can submit your articles to,

1.

<http://www.ezinearticles.com>

2.

<http://www.articlerich.com>

3.

<http://www.goarticles.com>

4.

<http://www.isnare.com>

Webmasters would put your articles on their sites or ezines, if they are of good

quality. This brings you even more traffic. Use this to your advantage!

METHOD #2:

Give Them A Gift That Would
Make Them

Come Back

People love things that are free. Can we use this to our advantage? Surely!

When

you start writing articles to promote your e-Book, you'll find that you're

bombarded with number of ideas, on which you can write articles.

Instead of

submitting all of them to article directories, take a few of the articles, and compile

them into an mini e-Book and offer it for free!

The advantage of your free e-Book is that, people are tempted to download free

stuffs. When they download your e-Book, its now in their computer. They don't

have to search the internet again and again to re-read some information that you

may have published online. They can read your e-Book whenever they want.

The

presence of your e-Book on their computer would always remind them about you!

As I've said above, you could take some of your articles and compile them into an

e-Book. Your e-Book may contain references and advertisements to your

products. This way again, people who like the quality of your writing are

definitely going to buy your products!

Fortunately, you could even make money from your free e-Books!

You could

include affiliate links of various services/products. If people buy any of those from

your e-Book, it would mean profit for you!

You can submit your free e-Book to various directories. Few of them are listed

below,

1.
<http://www.ebooksnbytes.com>
2.
<http://www.free-ebooks.net>
3.
<http://www.ebookdirectory.com>
4.
<http://www.e-bookdirectory.com>
5.
<http://www.mind-like-water.com>
6.
<http://www.ebookdirectory.com>
7.
<http://www.e-bookdirectory.com>
8.
<http://www.ebookpalace.com>
9.
<http://www.ebooksearchengine.com>
10.
<http://www.ebookjungle.com>
11.
<http://www.ebook88.com/submit.html>
12.
http://www.bizzydays.com/submit_ebook.htm

But before submitting, you would want your free e-Book to spread like wild fire,

so that more and more people can get their hands on it! So how would you do

this? Simple as it sounds, give the readers free

Give-Away Rights.

The readers

can pass your free e-Book to their friends, or even offer it in their websites or

ezines. But how could you encourage them to do so?

Thanks to today's technology, e-Books can be **branded**

! You can offer the people who download your e-Book an e-Book brander, which they can use to brand your e-Book with their name and website, something like,

Brought To You By

[#Name#]

[#Website#]

You still own the copyrights to your e-Book, but the re-distributors just get the rights to put their name and website on your free e-Book. You can even let them brand some of your affiliate links with theirs! You can then tell your readers that they can earn money by distributing your e-Book with their branded links! This would surely encourage them to pass your e-Book to many others. Talk about viral promotion!

METHOD #3:

[A Friend In Need Is A Friend Indeed](#)

We all have friends and we like helping them. We have spent a lot of time sharing joy, sorrow with each other. Ultimately, we are always present when our friends are in need of us. So what has this to do with your marketing journey? Well, a lot!

Lets say you have created a free e-Book in order to promote your other information products, would you like to distribute it in a more special way?

Yes,

you have to submit atleast one e-Book to e-Book directories. But what if you have

another spare one? Want to use it for

excellent viral traffic

? You bet!

You can use this spare e-Book, and give it away for free. But not so freely. I am

talking about what is called “

Tell-A-Friend

”. You could give away the e-Book to a

person only if he refers a few amount of his friends to your website! The person

enters his name and email, so that he can receive your free e-Book, but at the same time, he also has to enter a minimum number of his friends’ name and email.

While the user enjoys his free claim of your free e-Book, at the same time he has

recommended few of his friends to your website! This email is sent to his friends

by himself, and he even agrees that his friends won’t mind receiving his email! So

you’re in a safe position. When his friends receive the email, they’ll refer few

other friends to get your e-Book. This process continues and you’ll find that

thousands of users have refered their friends to your free e-Book!

Your free e-Book not only contains valuable information, but also references and

advertisements to your information product! Free publicity, won’t you call it?

But where would you find a good “

Tell-A-Friend

” script? You can get one easily,
that too
for
free!
Take a look at
[ViralScript](#)
, which provides what you’re looking
for,
for free!

METHOD #4:

[Backlinks: You are established,
please
advertise my products!](#)

When you create an e-Book, you target a specific niche. You’re not the only one targeting this niche. There might be thousands of site offering products that are in your niche, but those products might not be covering the same topics as yours.

These sites are established, and might be receiving a lot of traffic.

What if a fraction of these sites link to you? That’s right, you’ll get a lot of targeted traffic!

People visiting those sites would read your advertisement and come to your site

to find out more! But there is one **BIG** problem. How do you convince those sites to actually

backlink to you? You’ll have to make a small sacrifice. You should only use this

technique on less than around 5 sites. You will have to find a site that matches your niche, and which receives good traffic. Go to that site and find the contact email address of the webmaster. You then have to place a link to that site in your own website. Write him a professional email that you're interested in exchanging links with him. Mention the place where you've placed his link. Offer your product **for free** to him if he agrees.

As you are going to offer your product for free, you must only select few sites which have guaranteed traffic. You should only select established sites. You should also mention about the things you liked about the website. This would make the webmaster feel good. You want him to read your offer in a good mood, don't you?

Its very important for you to place a link in your site first. Thus the webmaster you're contacting becomes confident about the fact that you're serious about exchanging links.

Another method is to buy links space from various websites. You'll have to pay around \$50-\$150 per month for such services. Using the above method does the job quite cheaply.

Lets re-iterate what you should do,

1. Find the contact address of the webmaster you want to exchange links with.

2. Put a link at your site pointing towards the webmaster's site.

3. Write a formal request to the webmaster offering your product for free for a link exchange.

4. Patiently wait for the reply. Its excellent if you manage to convince the webmaster.

Don't target well established "

Gurus

". The odds of them accepting

your offer is quite low. Thus you need to target medium sized business.

Research

the site, and their offerings before trying to strike a deal.

METHOD #5:

Can You Please Help Me Sell My Products?

You strive hard to promote your products. You can apply various methods to

promote your site. But what if you have an army of people doing it for you?

What

if some people who might be more established than you help market your e-

Book?

Enter the world of affiliate marketing. You can make a great deal of progress by

affiliate marketing. You can offer your affiliates a 50% commission for every sale

they help you make. For you, maybe 50% sounds too large. But just see the

benefits of this method of marketing in the long term! Its better to earn 50% in

profits rather than not selling at all!

But how would you set up an affiliate system? Don't worry! You don't have to buy

a script, put it on your site or do any messy work. You're a marketer, and your job is to market your products.

So will your affiliate system be managed, you ask? There is one solution that you

can use. I'd highly recommend

[Clickbank](#)

. It's an e-commerce service, through

which you can sell your products. Along with selling your products, it also

provides you with an automated affiliate system. Anyone with a Clickbank

account can become your affiliate. All the dirty work is handled by Clickbank

itself.

Now comes the part of actually building your affiliate list. How can you make

people become your affiliate and market your products? You can advertise your

affiliate schemes in your site, to your purchasers and visitors. You can mention

how your affiliate programme can help them earn some money by just

recommending your software!

You can even give a free e-Book report or any other gift to your affiliates.

This

way, they'll all want to become your affiliate. Slowly and Steadily, you'll start

gaining sales from affiliate sources.

You can also advertise your affiliate programme in various directories and sites.

Below are the names of some,

1.

<http://www.associateprograms.com>

2.

<http://www.refer-it.com>

3.

<http://www.affiliatematch.com>

4.

<http://www.affiliatesdirectory.com>

Affiliate programs are very powerful. You can easily use it to your advantage.

At first, you might not receive that many users wanting to affiliate with you.

But

as time passes, a lot of people would come forward to promote your products.

You can clearly earn a lot if you manage to get a lot of affiliates.

You can contact some established people and give them special offers for affiliat-

ing with you. This is quite different from a general affiliate programme. You have

to give such people some special benefit that normal affiliates may not receive.

Example of this would be, higher commission, discounts to customers ordering

through their links.

Getting some established people to affiliate with you can be a difficult task, but

you can offer them stuffs which you don't to your normal affiliates. Your offer has

to be convincing, and extra-ordinary.

METHOD #6:

Sell Your Products To Others' Customers

You may have heard of eZine and Newsletters. List building is an important

thing.

Many internet Gurus build a list of email addresses of the people who have

Opted-In to their newsletter/eZine.

These Gurus send them regular offers and courses, which keeps both the

webmaster and the customer happy. These eZines are read by thousands, and

with special attention.

What if you could put your offer in these eZines? The people opted-in for such

eZines have faith in the author sending them, and will surely consider any offer

presented, instead of ignoring them.

The Click Through Rate can be quite high. With all these benefits, comes one bad

news. Publishing your advertisement in eZines can be costly. But it really depends

on the publisher of the Opt-In list. If you want your advertisement in an

established Guru's opt-in list, you'll have to shell out thousands of \$\$\$\$. But you

can also get some good quality cheap ones.

Some of the sites you can check out for your advertising needs are given below,

1.

<http://www.ezineadvertising.com>

2.

<http://www.directoryofezines.com/>

3.

<http://www.ezinead.net/>

4.

<http://www.ezinebroadcast.com/>

5.

<http://www.Total-Advertising-Network.com>

6. <http://www.Partenon.com>

And many others. A quick Google search would show you many such sites, from which you can get satisfactory results. The benefits of ezine advertising are great, as I have already mentioned above. You should take care that you adhere to the advertisement size. You should also design a tempting headline so that people will get attracted to it. Most of the time, the headline you use for your products in your salesletter would do the trick! You may not be able to afford advertising in eZines everytime, so you should use all your opportunities wisely. Good luck!

METHOD #7:

[Pay Per Click Advertising](#)

Finally, one that can cost thousands but the one which is the most effective! Pay Per Click advertising is simply, great! When you search for something in a search engine, you often see “Sponsored Links”. These are examples of PPC advertising. In PPC advertising, you have to pay only when someone clicks on your advertisement. You don’t have to pay anything to get your advertisements shown. One of the best PPC company I would suggest is [Google Adwords](#)

. You can get to customize a lot of options, even your budget. So why is PPC so effective you ask?

That's because there is a possibility of your advertisements being shown in thousands of sites. How? Google also has a program called AdSense. People place

a code given by Google on their site. This script generates advertisements based

on the website's contents. Whatever advertisement shown is highly targeted.

So what are these advertisements? They're PPC advertisements put on by other

publishers! Today, most of the sites have put AdSense in order to gain some extra

income. If you advertise using

[Google Adwords](#)

, you will reach thousands of sites.

You need to have a good headline, a good sub-headline. It should attract people

towards your site. You could do that by slightly compressing your main headline,

and removing unnecessary words.

There might be thousands of websites which may be in the same niche as your e-

Book. Just imagine when your advertisements get shown on their site, you're

bound to receive good response. The webmasters putting up AdSense code strive

to position the advertisements correctly to get maximum exposure!

Again, all the work done for you! Remember, the more people click on your

advertisements, the more you'll have to pay. So you should be absolutely sure

that your salesletter is able to convert!

You cannot lose potential customers! People have come to your site as they're

interested in what you might be offering, you should NOT let them go empty handed.

Final Words

The 7 tips and tricks I've mentioned above are simple, straightforward, but they're very effective. You'll achieve a good amount of sales and exposure if you use them properly.

Remember to track your advertising campaigns using various free online services.

You'll then get a statistic of how many people clicked on your click, their location, referrer etc. This way, you'll get to know the places where you need to work more

on. A free link tracking site would be,

<http://www.addfreestats.com/>

You'll also come to know which source is bringing you the maximum traffic. After

knowing it, you'll easily be able to concentrate more on it, and get more traffic

from that place, which surely means more sales!

While starting up your promotional works, you might be nervous. But there is

nothing to be nervous about. When you start for the first time, things seem to be

weird, but then you get used to it.

Go Ahead, Create Your Own e-Book Empire

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