A Viral E-Book Your Sales Magnet

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This free e-book can be freely distributed, used as a free bonus on products or services you may sell, included in membership sites and packages, and used as an incentive to attract new subscribers to your publication.

Viral E-Book as a sales magnet

An e-book is a text and image-based publication in digital form, readable on computers or other digital devices.

An e-book is a good way to present your know-how to your target audience and to gain trust in your industry.

If you're looking for a great way to drive more traffic to your website, generate more leads, and increase your sales, then creating and distributing free ebooks is a great way to do it.

E-Books or electronic books

E-books or electronic books are HTML or PDF based files that are distributed and presented in a downloadable file.

This file does not require any special software installation and will open on your reader's desktop simply by clicking on it.

E-books are fully interactive and can contain almost anything that a standard web page can contain, e.g. B. links, graphics, forms, JavaScript and videos.

Creating an e-book to use as a viral marketing tool is a smart way to increase traffic, leads, and sales!

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 todays 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 visitors 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.

Adobe Acrobat Reader is able to show the file in its own window and can be downloaded free at http://www.adobe.com/products/acrobat/readstep2.html .

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.

The 5 Ws Of E-Books

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What exactly is an ebook? An ebook is simply an electronic book. Many ebooks today are found in pdf (or portable document format) but you can also find various word processing documents being used as ebooks as well as programs and text files that serve as ebooks. There are also some unique programs that create ebooks in a format specific to that program.

Ebooks (just like their print relatives) are documents containing words in a convenient package. Ebooks do also have the ability to secure or protect access, which means sometimes you can't print an ebook or copy it while others can be copied and shared easily.

While many professional publishing companies now create electronic as well as traditional books, many ebooks are now created by individuals or small organizations. The readers who use ebooks are just as varied as those who create them. You can find electronic books in physical and electronic libraries and bookstores as well as throughout the Internet.

Ebooks are used to share information, teach, entertain, and sell or promote — just as are their print counterparts.

Ebooks have many advantages over print books. They are much more inexpensive to produce and can move from idea to finished product much more quickly as well. This also makes ebooks much easier and more cost-effective to keep updated. In addition, ebooks allow greater interactivity with the reader and the Internet.

However print books still retain the advantage in some areas. Some ebook formats are restricted in use to specific types of computer programs, web browsers or operating systems. Also, while computers and electronic devices are pervasive in much of the modern world there are still areas where a print book is more convenient or feasible.

For Internet marketers, ebooks can serve a variety of purposes. Ebooks can be created and packaged as commodities to sell, but for many Internet marketers, ebooks that are given away are a much more powerful tool.

Creating useful ebooks that share free information that is attractive to a specific target audience can be a powerful viral marketing tool.

Creating an useful free ebook can help provide valuable advertising for any Internet marketer by establishing credibility and expert status which may well lead the reader to then visit the author's web site and/or sign up for a newsletter.
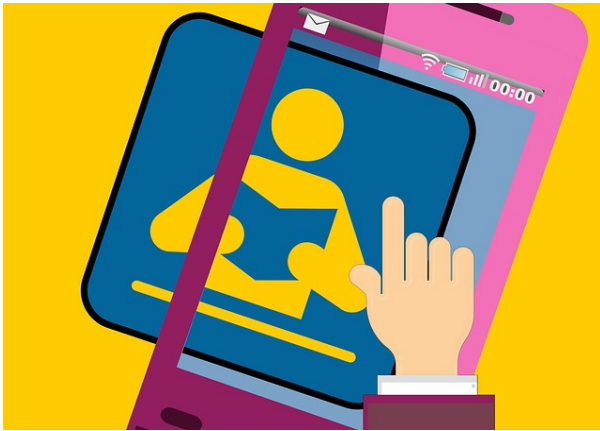
Some ebooks are created with a "soft sell" approach to achieve that goal while others use a "hard sell" approach and go for a sale within the book itself.

If you create an ebook that includes valuable information that can be freely exchanged with others then it can, and will be circulated around the Internet and continuously work to promote its creator's web site and products.

Ebooks can be a very valuable Internet marketing tool.

E-Books are great marketing tools

An e-book is a great way to get backlinks.

E-books top the list of link building tools.

Offering a high-quality free e-book on your website is a great way to get your visitors coming back to your website, thereby also keeping your products and services in the spotlight of your future customers.

So they can buy from you as soon as you are ready. This can be achieved by including links to more information on your website in your e-book and, in the process, providing your readers with special offers (for e-book readers).

The key to publishing an effective free ebook is choosing a topic that will be of interest to your prospective customers. *Include multiple references to your website and your products or services in your e-book., E-books can be powerful online tools for internet marketing and are predestined for viral marketing! By creating a small, high-quality e-book of in-demand information, you can create an ongoing promotional tool that will work for you 24 hours a day, seven days a week for years to come.

E-Books are Promotional Powerhouses

Ebooks are part of the new frontier of cyberspace.

They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet

grows, causing the exposure of your ebook to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes ebooks so important and so unique. Ebooks have certain abilities and qualities that other mediums do not possess.

For example, ebooks 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.

Additionally, ebooks 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, ebooks can change and grow as fast as you can type.

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How to Use ebooks for Marketing and Promotion

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Use your ebook to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an ebook 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.

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You can include a catalog in your ebook 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.

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No other medium has this kind of flexibility and ability for expansion. Think of your ebook 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!

How to Keep your Visitor Coming Back

Can you imagine how many times a person visits your website, leaves it and never come back again? You know how we behave impulsively on the Internet, clicking links, searching information and on. After few minutes on the Internet you can easily forget where you were 5 web pages ago.

The main problem is that your visitor will not come back to your website again unless you do something. I can personally guarantee for you that it will happen. Let's say 500 visitors visit your website daily and never come back again. With the right tools is very easy to drive that amount of people to your website. You're loosing 15000 potential clients. People that would click your links, buy through your affiliates banners, link to your website and on.

That's a lot of money going away everyday.

Everywhere you see people saying that a creative unique content will keep some of the visitors coming back. I tell you that great content is essential to any website success but it's not the solution. What you need to do is convert your visitor into subscribers of your mailing list.

As your visitor arrives on your website, you want to convert him into your subscriber via a simple opt-in to your mailing list. Just offer him something in exchange of his email.

It could be a special report, an ezine or hints about a specific subject.

After some visitors sign up to be on your mailing list, keep offering them good offers and increase dramatically your profits.

Remember, when visitors leave your website you loose money, when they become subscribers you obtain the potential revenue you rightfully deserve.
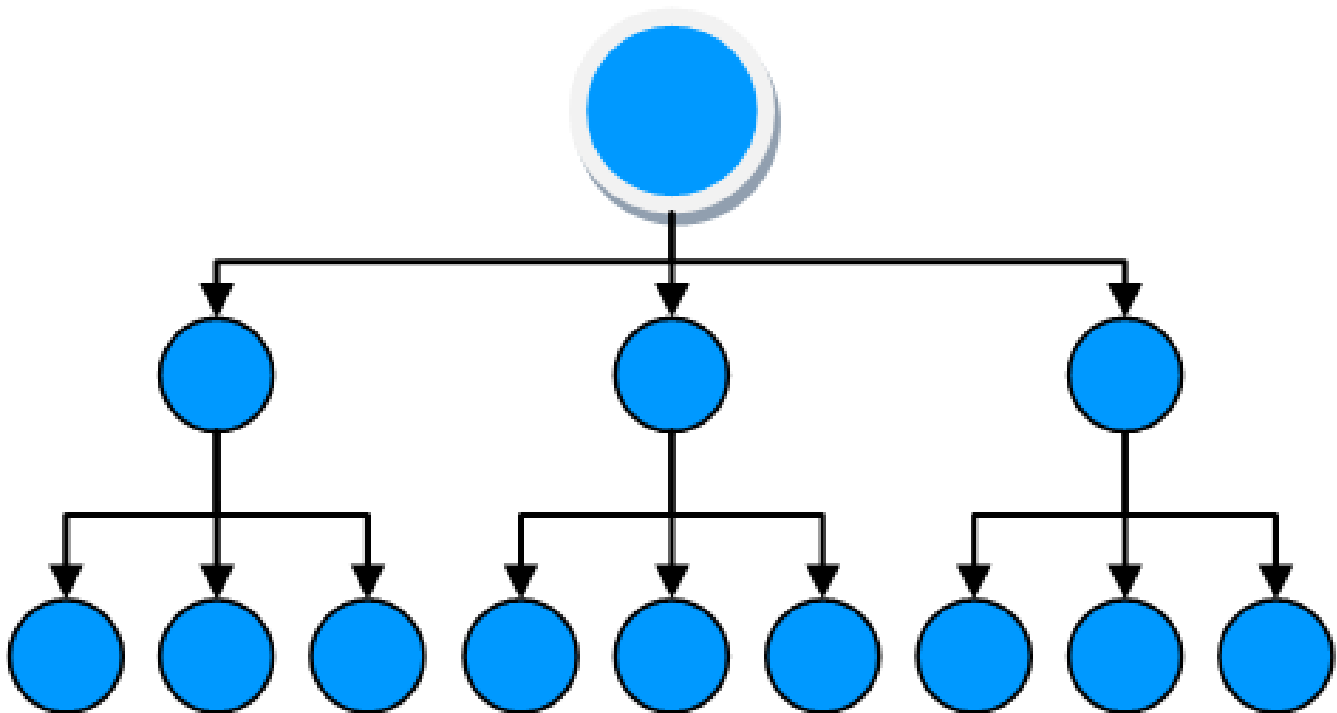
It's easy and fun.

Increase the distribution of your E-Book

While giving your visitors your ebook for free to get repeat traffic is a good marketing strategy, it's also a great strategy to allow your visitors to distribute your ebook.

If your ebook is good, here is an example of how powerful your ebook can be:

- **10 website visitors download your E-Book**
- These 10 visitors each give away/distribute 3 eBooks to friends and colleagues = 30
- These 30 give away/distribute 3 eBooks each = 90
- These 90 give away/distribute 3 eBooks each = 270
- These 270 give away/distribute 3 eBooks each = 810
- These 810 give away/distribute 3 eBooks each = 2430
- These 2430 give away/distribute 3 eBooks each = 7290
- …

The possibilities and reach of your viral e-book are practically limitless. The marketing value of this is reflected positively in your sales and in your new customer business in the medium to long term.

Tips for E-Book creation and distribution

Being able to offer your own informative, quality ebook will establish you as someone who knows what they are talking about. This will earn you trust and respect and go a long way towards building your online presence.

People will start coming to you and your site when they need products, advice, support, help, etc. thus bringing you many more customers and /or subscribers.

There are many ways to market your ebook. Some of the best ways are listed below:

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Joint Ventures: Team up with other ebook authors or ezine publishers or webmasters to cross promote each other's products or services. Agree to send referrals to each other and recommend each other's products.

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Offer two or three free bonuses with your ebook. make and offer that is very hard or impossible to refuse.

Ask a few people to write reviews for your ebook in exchange for a free copy. Post the reviews on your site.

Offer a free report as a lead-in to your ebook. People love free information and if you offer a quality report that gets them interested they very well may want to buy your ebook.

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Visit message boards or join discussion groups to learn marketing strategies that have worked for other publishers and authors. If it works for them, it can work for you as well.

As with any marketing campaign, **you have to stick with it**. **Be consistent.** You cannot submit to a couple of directories and post to a couple message boards and then sit back and wait to get rich. Marketing is a daily commitment.

The possibilities are endless as to ways to market your ebook. Be sure and combine many of the strategies for one successful marketing campaign. Be creative and come up with new innovative marketing ideas. Find out what works and get started marketing that new ebook!

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