

**How to**  
**Write, Publish & Sell**  
**E-books!**

**By Angela Adair-Hoy**

**[WritersMarkets.com](http://WritersMarkets.com)**

# **How to Write, Publish and Sell E-Books!**

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## About the Author



**Angela Adair-Hoy**

Angela Adair-Hoy was a reporter for TV-10 in The Woodlands, Texas prior to joining the publishing industry as president of Deep South Syndicate. She currently publishes *The Write Markets Report*, a bi-monthly e-mag (\$19.95/year) featuring new and updated markets for freelance writers and journalists, as well as *WritersMarkets.com*, the free marketing e-mag for writers.

**Angela's four books include:**

**How to Publish A Profitable E-mag**

**How to Write, Publish and \$ell E-books**

**How to Be A Syndicated Newspaper Columnist**

**1999 Paying Markets for Freelance Writers and Photographers**

An order form for these books appears at the end of this book.

Angela resides in Andover, Massachusetts with her husband, Richard (author, speaker, internet marketing expert, and Chief Evangelist at Clickz.com) and their three children, Zach, Ali, and Frank.

Angela often travels around the US speaking to writing groups. If you'd like to purchase Angela for a day, send e-mail to: [aadair@writersmarkets.com](mailto:aadair@writersmarkets.com).

# PREFACE

Every month, I make more than \$4,000 selling my e-books through my website and electronic newsletter. You can, too! I currently have three e-books available. Not bad for a new medium of delivery!

Why do people really buy e-books? Don't they want a nice pile of paper on their lap to read? Something to lug to the bathroom? Well, not really. The answer is simple. People buy e-books for instant delivery! When you go shopping for a black skirt or shirt, you want to buy it TODAY. When people go shopping for information, they want it RIGHT NOW. You can make money publishing your own e-books, and you can start making money in only a few days. Let's get started!

# Introduction

**How to Write, Publish and Sell E-Books** will guide you through the complete process, from author to self-publisher to global sales and distribution.

## CASE STUDY

More than a year ago, I wrote, formatted and printed my first book, "*How to Be A Syndicated Newspaper Columnist.*" I began selling the book accompanied by a disk of 6,000+ newspaper markets. The book sold very well from day-one at \$14.95 per copy.

To save time and money, I started distributing the database (the newspaper markets) by e-mail and mailing only the book. No one complained. This gave me an idea. I decided to experiment with e-books. I formatted my book to 8.5 x 11 and saved it as an MSWord document. I then offered the book on my website for only \$10.95 with the statement, *24-Hour Delivery!* Orders quickly increased.

Not only was I selling more books, but I was selling more e-books than print books! My profit on each book was tremendous. No printing costs and no postage. The only expense associated with distribution was my time to process the order and e-mail the product...about 5 minutes. I was making \$10.95 for every five minute order I processed! I still sell the occasional print version, but print sales now only account for 10% of total sales of that book. The rest are sales to writers who want to start their syndication careers TODAY and do not want to wait even two or three days for the mailman to deliver my book for them to get started.

The market for e-books is light. The time to step into this business is TODAY. You can quickly build your own electronic publishing company with little effort and time. This book will show you everything you need to know to do just that. I've also included links to free services and software available online to help you market your book quickly and easily. Enjoy!



# 1

## Tools

The following tools are recommended to speed you along on your e-publishing career:

Computer

Word Processing Program

Internet Service Provider (ISP)

E-mail program software

Your Own Website (It's easier than you might think)

Your Own Electronic Newsletter

Fax Machine (for orders)

E-mail Account

Merchant Account

A **computer** with a quality word processing program is essential. I use MSWord.

Do you have an **Internet Service Provider**? I think you do if you are reading this...or you'd have had a really hard time ordering my book. Does your ISP provide web hosting? If not, I strongly recommend joining web2010. There, you can buy your own domain name and start building your own website (more on that later). Web2010 charges the usual \$70 to register your domain name, and around \$20/month to host your new website. They are very responsive to customer's needs (they always answer the phone) and provide auto-responders, e-mail forwarding, and every service you'll need to maintain a top-notch, professional website. And, I get nothing for mentioning them. I am just extremely satisfied with their service.

I'm also assuming you have your own **e-mail program**. I use Pegasus, which is free. It allows me to build mailing lists and to attach documents (my e-books) to e-mails. *Download Pegasus for free* at: <http://www.pegasus.usa.com>

A **fax machine** saves time and boosts your professional image. Some people are still leery about giving credit card information online. They prefer to print your order form and fax it to you. In addition, a fax number listed on your correspondence improves your image as a professional publishing company. You have three choices: buy a fax (around \$300 at your office supply store); have faxes sent to your local copy shop or office supply store (where you will pay a small fee to send and receive); or "borrow" a friend's fax number (ask him to call each time a fax arrives so you can pick it up).

To increase your sales by 80% or more, it is imperative that you obtain a **merchant account**. A merchant account allows you to receive and process credit card orders. For more on merchant accounts, search for "merchant account" in your favorite search engine.

# 2

## Where to Start

You have to write the book, of course! For e-books, the shorter the better. Don't sell a book of 300 pages when you can say what you need to on only 100 pages. Readers don't want to download and print fluff. They want the meat of your information and they want it...NOW. Don't assume that a 'fat' book will sell better. Do assume that a 'good' book with an awesome title will. Find your topic, write your outline, write the book, edit, format, and start selling!

### **But, what do I write about?**

As with all articles and books, find your niche. Target a narrow group and give them something they can't find anywhere else.

### **Use Your Knowledge and Interests**

First, focus on what you know and what you like to do. Your work and hobbies are an excellent place to start. Write down a list of book ideas and choose the one you *know* will sell. Narrow your focus, then narrow it some more. If you aren't sure it will sell, then it probably won't. Start over and find *the book*, the one book that you can write that will appeal to your targeted audience.

### **What about fiction?**

If you want unlimited marketing potential, your book needs to be of interest to just about anyone, anywhere. Fiction is a good topic for this. But, I've found that fiction doesn't sell as well online...yet. Well, except for one type of fiction. See *What Else Sells* below.

### **Find Your Niche**

Your book needs to have an original angle, covering a specific topic. The angle will need to be entirely unique. If you come too close to copying a book that's already on sale, chances are your audience has already bought that book.

### **What' Hot?**

Oh, this is an easy one. Take one look at the current "New York Times Best Seller List" and you'll get the idea. The main list features hot new books usually written by celebrity authors. Dig deeper and find their lists of non-fiction best sellers, misc. paperback, etc. You can find the current lists online at Amazon.com: <http://www.amazon.com>

## **What Else Sells?**

**How-to Books.** Without a doubt, how-to books are hot. The more tightly focused on a group they are, the better they sell.

**Erotica.** Yes, ordinary good people buy erotica. They no longer have to wear a disguise and drive down to the adult bookstore. They buy erotica online and they do it in droves. Your erotica doesn't have to include pictures of you in the buff. It can be an e-book of erotic short stories, or an erotic novel. How does erotica differ from porn? Well, in my humble opinion, erotica has a plot. Porn doesn't. I know what you're all asking...have I written erotica? Yep! Have I sold it? Yep! Am I going to tell you the penname I write it under? Nope!! How was it successful for me? Well, that's another e-book altogether. Check back with me in a couple of months.

## **It's All in the Name**

Now that your topic is decided, you will need to name your book. Your book's name must draw attention while being as short as possible, while also describing your book. Sounds hard, doesn't it?

Ask your friends and family for ideas. Make a list of all the ideas and start eliminating them, one at a time, until you have one remaining name. If you are still not satisfied with your choice, repeat this process. You can always change the name after writing the book.

If you're writing a how-to book, start the book name with "How to..."

Your book's name is as important as your writing. The name can ensure or completely eliminate your chance of success. Continue to consider a variety of book names until you are completely satisfied with your decision.

# 3

## Write the Book!

Don't freeze up when you get to this point. This is the easiest part. Writing a book on your own is far easier than writing one for a professional publisher. You establish and follow your own rules.

Lots of writers ask me how I write my books. Well, it's simple. I start at the beginning and write until I'm finished. I eat and sleep very little during the process. I only take breaks to cook for my children and referee their fights, do a load of laundry, or go to the bathroom. I won't answer the phone and I will not tolerate interruptions unless there's an emergency. This sounds harsh, but once I have my gears churning, I can't stop or I'll lose it.

My method is not the one I recommend for beginners. You should write an outline and start filling in the blanks. When you're accustomed to writing books, you can try my method. You might like it. It's fast and easy if you thoroughly know the topic you're writing about.

### **How long?**

No more than 80-100 pages for an e-book. The shorter the better. My books all average 50 pages, but these are full-sized 8.5 x 11 pages with small fonts. Smaller books make it easier for your readers to print them if they choose to do so.

### **How long should each chapter be?**

Write until you've said all you need to say and then stop. Cut out the fat when you're finished. (see editing). I recommend not giving yourself a set number of pages to work with. Write until your fingers are bleeding and then count the pages. If it's too long, start editing. If it's too short, figure out what you skipped and add it.

### **Editing**

When you're finished writing, go back to the beginning and start editing. I usually print my manuscript and do this on paper. It's easier to spot the mistakes. I then give the manuscript to a writer-friend and ask them to edit it, too.

**Make changes, edit again, make final changes and then....**

# 4

## E-book formatting

### THE FUN PART

This is, by far, my favorite part of e-books. I pick out pictures of myself and strategically place them throughout...



*(Yep, there I am. I don't usually look this good. This was right after a make-up artist did me up right for a TV show. I had a friend take my picture with my Barbie Digital Camera--\$65 at e-toys.com. Stop laughing! It works!!)*

### For Starters

I hereby give you, the reader, permission to copy my format. If you're using MSWord, simply click on File, then Save As, and rename the document you're reading right now. You now have a new document with e-book formatting. Change the words, delete my pics, etc., and you're on your way. In fact, you can probably make your book look better than mine. If you do, send me yours so I can copy your format next time.

### More on formatting

Your e-book should contain:

Title Page

Copyright page

Table of Contents

About the Author

Preface

Introduction

Chapters

Glossary (if applicable...I never use these in my e-books)

## **Paragraphs**

The paragraphs in your book should be no more than 4-6 sentences. Don't ramble. If a paragraph is noticeably long, cut it in half. Readers get lost in long paragraphs, especially if they're reading your book on their monitor. Keep it short, simple, and easy to read.

## **Why not landscape with two columns?**

Look at any book and you'll realize that your e-book should not be published in that format. The pages are sideways (landscaped) and half and half (two columns) . It will be too difficult for your readers to print your book this way. It will be impossible for them to read it that way on their screens. Stick to the format I've suggested above. It simple, easy-to-read, and, by far, the easiest format to follow.

## **PDF?**

PDF (portable document format) is a common type of document allowing readers with any type of computer to read and print a document using Adobe Acrobat Reader. The software does not allow them to manipulate the document in any way. As a lone publisher starting out, you might not be able to afford Adobe Acrobat, the software required to create and distribute .pdf documents. Adobe Acrobat is \$186.00 at Buyit.com (<http://www.buyit.com/>). You'll find it for \$249.00 at most places, including the large office supply chains.

Unfortunately, if you distribute your e-book in anything other than ascii/text (which is very hard on the eyes) you will encounter customers that do not have the software to read your e-book. They will then request a refund.

PDF provides a high-quality, printable e-book. If you must have your book in .pdf format, but you can't afford Adobe Acrobat reader, I can convert the file for you, compress it, and e-mail it back. You will then have a product ready to ship to your customers by e-mail. I must, however, charge \$10 per e-book because of the time involved. If you need help, e-mail me at [aadair@writersmarkets.com](mailto:aadair@writersmarkets.com).

## **MSWord**

Initially, I distributed this book and others in MSWord format. While at least 90% or more of my customers could read and print the books, around 10% could not. I either sent the e-book as a text attachment, or sent them a refund. You can try this method as well. Windows and Mac versions of MSWord are supposedly compatible. I can assure you they are not.

## **Copyright Infringement?**

If you're worried about someone taking your book, reformatting it, and reselling it, don't. First, you're going to copyright your work (more on that later), and second, the chances of that happening are nil and not worth worrying about.

## **Theft**

Many authors have expressed concern that their customers might e-mail their e-books to everyone they know. This happens, and it will probably happen to you. As of this writing, there is really nothing you can do to stop this illegal practice. I always include plenty of ads for my other products in each e-book. Then, if a bootlegged copy is sent to someone who hasn't sent me any money, perhaps they'll be kind enough to purchase one of my other products.

## **All done!**

Once you've formatted your book and it's ready for delivery, e-mail it to yourself as an attachment. This will ensure that the formatting isn't being distorted on delivery to your readers. E-mail, send, receive, and open the document again under a different name. Check all formatting thoroughly to ensure it came through the phone line intact.



# 5

## Obtaining Copyright

Once you write “Copyright YEAR Your Name” on a document, it is copyrighted. However, should you ever need to prosecute someone else for infringing on your copyright, you need to have it registered. And, you need to register your copyright before someone else steals your material and copyrights it as their own. Copyrighting is easy and the cost is quite affordable. Get online and surf here:

<http://www.loc.gov/copyright/forms>

Ironically...you have to download the Adobe Acrobat Reader to read and print the forms. To download the software, surf here:

<http://www.adobe.com/prodindex/acrobat/readstep.html>

Print the forms, fill them out, follow the submission instructions and get it over with. It's rather painless and only costs \$20.00.

# 6

## What to Charge

### What are people willing to pay for e-books?

Readers will pay your named price, as long as:

1. They really want or need what you're selling
2. They trust you will deliver a high-quality product
3. They trust you will deliver what you've promised and more
4. They know they will get immediate gratification (immediate delivery)

Here are some e-books currently on sale and their prices:

**Secrets Never Told – How to Avoid Greedy Lawyers** (no page number available) \$8.95

**Shards** (259 pages - a women's anthology to benefit The Breast Cancer Fund) \$5.00

**In the Wind's Eyes** (576 pages) \$4.76

**Deadly Anniversary** (141 pages) \$4.15

**The Inner Structure Of Tai Chi** (no page number available) \$8.95

**Handbook to A Happier Life** (no page number available) \$7.95

**George and the Jeannie** (no page number available) \$9.95

I can assure you that the majority of books with higher prices have less pages. They are non-fiction and they are usually how-to. But, they are more sought after...more needed by the market they are targeting.

### Changing the Price

You can also experiment with pricing. I found that I sold more books at \$14.95 than I did for \$5. A higher price gives the impression of a higher-quality book. Readers assume the book is worth that much (and mine IS!), or that the book is the only source of information for that topic.

However, when I raised the price to \$19.95, sales stopped...completely. Change the price periodically over the first few weeks of sales and distribution. It's better to start high and work your way down. Don't do it backward the way I did. Your readers will get angry if they wanted to buy the book last week, but it costs twice as much this week.

# 7

## How to Sell to a Global Audience

There are a variety of avenues to explore when marketing your own book. Try all of my methods. They work.

### **The Free Electronic Newsletter**

Start a newsletter on your topic or genre and distribute it free-of-charge. (See next chapter)

### **Find the People Who Need Your Book**

Find discussion groups of people who share a passion for your topic. Join the lists and participate in the discussions. Don't blatantly promote your book (this is spamming), but do provide the title of your book in your signature at the end of each e-mail. Most e-mail programs allow you to create your signature once and then attach it to each e-mail. Here's my signature:

=====  
Angela Adair-Hoy, Publisher  
National Writer's Monthly  
The Write Markets Report  
<http://www.writersmarkets.com>

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Deep South Publishing Company  
900-G Brookside Drive  
Andover, MA 01810  
P(978)738-0091  
F(978)738-1924  
ICQ# 38571189

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### **Free Classifieds**

At your favorite search engine, search for "free classifieds." Pick the top 5 or 10 according to their placement in the engine, and post free ads for yourself.

### **Writing Classified Ads**

Here's a secret I wish I'd known when I started out. Do not post ads for your book on the Internet. They won't work. The market reading your classified ad is too broad. Instead, post ads for your FREE newsletter. Don't forget to include the word **free**. This will increase your subscribers (everyone loves free stuff), and you'll be able to expose yourself to your new readers every month...instead of a one-time exposure like with regular classified ads.

## **Cooperative Website Links**

Again, surf to your favorite search engine and enter the keywords that match your topic. The websites that appear at the top of each one are the ones you want to swap links with. Write to the e-mail contact you find on the website and introduce yourself as the author of your book. Tell them how much you admire their website and ask them if they'd like to swap links or banners with you. You can even offer to list their site as a resource in your book.

## **Creating Banners**

You can create your own, free banner in minutes. Using your favorite search engine (yes, I'm starting to sound like a broken record), search for "free banners." Or, surf here:

<http://coder.com/creations/banner/banner-form.pl.cgi>

When you have finished creating your banner, right click on it to save it to your hard drive. Add it to your site and e-mail it as an attachment to sites that agree to swap banners with you.

## **Magazines**

Offer magazines excerpts of your e-book for reprinting. Target magazines that cover your genre. Don't forget to include your e-mail address and website URL in your byline. Insist the magazine print these.

# 8

## Marketing Your Book with an E-mail Newsletter

Advertisers agree that a buyer must see your ad at least eight times before they will respond to it. My readers see my ads every week.

About a month after I started WritersMarkets.com (formerly National Writer's Monthly), I kicked myself for not starting it sooner. My sales increased dramatically and they continue to rise every month.

My mailing list has since grown to more than 14,000 readers. This is my own, personal marketing vehicle. I can include as many ads for my secondary products as I wish. I can also sell ad space to other firms who want to sell their products to writers. But, most importantly, I include very valuable, free information for my targeted audience.

### How to Start

First, compose your first newsletter. It should include useful information of interest to your audience. They don't want to read a barrage of ads. You will have to write informative content to keep them on your subscriber list. For a sample of writersmarkets.com, send any e-mail to [forwriters@fastfacts.net](mailto:forwriters@fastfacts.net). You're welcome to copy my format in creating your own newsletter.

### Autoresponders

Autoresponders are e-mails that are sent immediately when someone sends an e-mail to you at a specified address. Using autoresponders, you will answer the call for your customers' immediate gratification. Open a free account at Fastfacts.

<http://www.fastfacts.net>

After you have composed the first edition of your newsletter, cut and paste it into your new autoresponder. Go ahead and place ads for your book in the newsletter. If you read my entire newsletter, I'm sure you can figure out which ads are for my products and which ones are from paying advertisers. Again, copy my methods and style. They work.

## **Building Your Website**

If you don't already have a website, build one. You can do this free online at a variety of sites. My favorites are:

Geocities: <http://www.geocities.com/>

Tripod (I started out with this service): <http://www.tripod.com>

Follow their simple instructions and you're in business!

Put an e-mail link at the top of your page inviting readers to subscribe to your free newsletter. If you have a bit of HTML experience, include a form at the top of your homepage allowing visitors to sign up for your free newsletter by simply entering their e-mail address in a box.

See my form at <http://www.writersmarkets.com>.

## **Order Forms**

If you're HTML savvy, you can put a online order form on your site. To take credit cards, you must have a merchant account, and you must be using an ISP that has a secure server. If not, you can send e-mail order forms, or include a mail/fax order form on your site for readers to print.

# My Mail/Fax Order Form:

## Order Form

**IF PAYING BY MAIL, print and mail this form to:**

The Write Markets Report

1006 S. Country Club

Shoreacres, TX 77571

**IF PAYING BY FAX, print and fax this form to:** The Write Markets Report - Fax (281)842-1275

**IF PAYING ONLINE, go [HERE](#).**

### OUR BEST SELLING ITEM!

\_\_\_\_\_ **WritersMarkets.com Freelance Income Kit** - \$39.95. Receive our three most popular items and save \$16! Kit Includes one-year subscription to The Write Markets Report, How to Be A Syndicated Newspaper Columnist, and 1999 Paying Markets for Freelance Writers. [See Kit Description Here](#) *24-Hour Delivery on this item!*

\_\_\_\_\_ **1-Year Subscription, The Write Markets Report** - \$19.95. *24-Hour Delivery on this item!*

\_\_\_\_\_ **How to Write, Publish and Sell E-Books E-BOOK EDITION** - \$8.95

This item is sent by e-mail and can be accessed using any word processing program. *24-Hour Delivery on this item!*

\_\_\_\_\_ **1999 Paying Markets for Writers E-BOOK EDITION** - \$24.95

This item is sent by e-mail and can be accessed using any word processing program. *24-Hour Delivery on this item!*

\_\_\_\_\_ **How to Be A Syndicated Newspaper Columnist** - \$14.95

Kit includes database of 6,000+ newspaper markets!

\_\_\_\_\_ **How to Be A Syndicated Newspaper Columnist E-BOOK EDITION** - \$10.95

Also includes database of 6,000+ newspaper markets. *24-Hour Delivery on this item!*

\_\_\_\_\_ **Syndicates E-mail Directory** - \$19.95

Includes 100+ e-mail addresses of syndicates that buy features, columns, cartoons, puzzles and news items. *24-Hour Delivery on this item!*

\_\_\_\_\_ **Newspaper E-mail Directory** - \$19.95 Includes 800+ newspaper e-mail addresses. *24-Hour Delivery on this item!*

\_\_\_\_\_ **Entry Fee, Summer '99 24-Hour Short Story Contest** - \$5.00 Contest prize list and guidelines [HERE](#).

\_\_\_\_\_ **Software Dreampack for Writers** - \$19.95 [Description Here](#).

\_\_\_\_\_ **The Writers Software Companion** - \$79.95 [Description Here](#).

Name:

E-mail Address:

Street Address:

City:

State:

Zip/Postal Code:

Country:

Phone:

Credit Card (check one):

\_\_\_ Visa

\_\_\_ Mastercard

\_\_\_ American Express

Name on Credit Card:

Address credit card bill sent to (if different from above):

Credit Card Number:

Expiration Date:

To view the HTML code used to create this form, surf to:

<http://www.writersmarkets.com/index-orderformmail.htm>

Then, click View and Source.

You should also consider ordering my book, *How to Publish A Profitable E-mag*. It contains everything you need to know to publish a profitable electronic newsletter, including selling your own products, selling advertising space, and how to find thousands of subscribers.

<http://www.writersmarkets.com/index-ezines.htm>

### **Merchant Accounts**

Should you take credit cards? If you want to increase your sales by 80% or more, then yes, you should! I recommend **EZWebstore**. Their prices are industry standard and they are very friendly and helpful.

<http://www.ezwebstore.com/order/ezws178/merchant.html>



# 9

## How to Get an ISBN and Get on Amazon.com

(reprinted from writersmarkets.com)

I finally did it! All of my self-published books and software databases are now available at Amazon.com. I'm patiently waiting for those big checks to start landing in my snail mailbox. Want to know how I did it?

### ISBN's

The cost is steep for an independent self-publisher at \$195.

"The \$195 is a flat fee charged for processing each publisher application for an ISBN Publisher Prefix; it is NOT per ISBN. There is no other fee involved. A publisher is assured a minimum block of ten numbers (it could be more, based on the title information provided by the publisher at the time of making the application, which the Agency requests)."

-Don Riseborough, Senior Managing Editor, U.S. ISBN Agency

What does this mean? Once you receive your publisher prefix, you can enter Bowker's site and add products as they become available, as well as make updates to your existing products. Your products are then published in Bowker's periodicals. You DON'T have to pay \$195 for every new product you publish.

"The U.S. ISBN Agency is responsible for the assignment of the ISBN Publisher Prefix to those publishers with a residence or office in the U.S. and are publishing their titles within the U.S."

-R.R. Bowker

R.R. Bowker is the US agency. However, Bowker's website provides links to foreign registry agencies as well.

Publishers enter the site and begin filling out a series of forms that register their publishing company and all the current products they have for sale. Then, they wait ten days for their publisher's prefix. You have the option of paying an additional \$50 to expedite your application which brings your ISBN publisher prefix within three days instead of 10...but what's another week, eh?

Have your credit card handy and order your ISBN publisher's prefix here:

<http://www.bowker.com/standards/home/isbn>

You can also find their contact information online if you prefer to pay by check. You can't register with Amazon until you have an ISBN.

## **AMAZON.COM**

Thanks to the Internet, we small publishers can now give the entire globe access to our products. No longer must we fight to have our products carried by the large book distributors. And, it's free!

Amazon will pay you 45% of the list price of your book. You have to pay the shipping to send your books to them.

Amazon makes it easy to track sales by providing sales and inventory reports, automatic reordering by e-mail, hassle-free fulfillment, and quick payment terms. If you want to stock your books in your garage, they state your title will be shipped in 4-6 weeks. However, you can send a box of books to them and your book page will state that the book will be shipped to the customer within 24 hours. Amazon also offers assistance via their Marketing Research Center.

For more information about registering with Amazon, surf to:

[http://www.amazon.com/exec/obidos/subst/partners/direct/advantage-for-books.html/ref=w1\\_31/002-6216341-1160461](http://www.amazon.com/exec/obidos/subst/partners/direct/advantage-for-books.html/ref=w1_31/002-6216341-1160461)

If you have additional ISBN questions, feel free to e-mail me at [aadair@writersmarkets.com](mailto:aadair@writersmarkets.com). I'll help if I can.

## **ISBN's, Amazon and E-books**

### **But...what about e-books?**

Bowker and Amazon list books available on disk and CDROM. You will need to save your e-book to diskettes. The disks will cost you about \$0.50/each. Create nice labels for each, wrap them in plastic holders and attach a barcode to each.

### **Barcode?**

This is easy, too. Download free barcode software at <http://www.download.com>. I use LogicBar 3.0. It is easy to use and includes ISBN barcodes.

Wrap up 10 e-book diskettes and mail them to Amazon. They'll let you know when they need more.

# 10

## Speaking Engagements

These are an excellent way to promote your book while getting a free trip to boot. But, how does one get speaking engagements? Here's a super site. Don't skip this one!!

**<http://www.shawguides.com>**

You can also scan the search engines for conference+yourspecialty. E-mail the conference organizers and offer your speaking services at their next conference. Most conferences are annual, but there should be plenty for you to choose from.

### **What to take**

Carry enough e-books on diskette to sell to interested attendees. I always take enough to sell to at least 25% of the attendees.

### **Help! I don't know how to be a speaker!**

I use Microsoft PowerPoint to create my presentations. If you have specific questions about speaking at conferences, e-mail me...and don't be shy. No question is a silly question--  
[aadair@writersmarkets.com](mailto:aadair@writersmarkets.com).

### **Declining Speaking Engagement**

I was recently invited to speak for the National Management Association on self-publishing. I turned them down. First, how many professional managers are likely to start writing or self-publishing? Second, the gig was local and didn't give me the chance to see a new town. And, they weren't going to pay me anyway. Consider each invitation carefully. If the audience is a likely target for your book, then go for it...even if they don't pay you. But they **MUST** pay for travel and accommodations.

# 11

## Marketing Schedule

### Daily

- Participate in the discussion lists you have joined.
- Update your subscriber list with new e-mail addresses coming in. Send each new subscriber the current issue of your electronic newsletter.

### Weekly

- Update your website. Add something new, move something, redesign. Don't let your website grow stale or your readers will stop dropping by.
- Look for a new, hot topic to write about, whether for your next book or for your newsletter.

### Biweekly or Monthly

- Write and distribute your electronic newsletter. The more often you send out a new newsletter, the more books you will sell.
- Cut and paste your newsletter into e-mails to the discussion groups you participate in. I always do this and it not only increases my circulation, it also generates discussions centered around my issue.
- Check your website for dead links. This is tedious, but a necessary evil.

# 12

## Your Publishing Future

### **Keep Selling Yourself**

Continue to spend 50% of your time marketing your book(s). Don't ever stop. The more you market yourself, the more books you will sell.

### **Scheduling and Discipline**

Follow your schedule or you will fall behind in marketing your book. Buy a calendar if you have to. You'll know when you fall behind...because your sales will drop fast.

### **Expansion**

Write another book! You can soon have a whole list of books available on your site, like I do!

### **Professional Publication**

Your book might sell well enough to get picked up by a major publisher. This has happened to me and I backed out. Here's why:

- You will have to stop selling your e-book
- The income you will receive might be a fraction of what you're currently making. The advance and royalties they offered me for a printing of only 5,000 books could not justify replacing the money I make selling my e-book on my site.
- You will have to re-write and it will have to be much longer. You will have to fill the book with anecdotes or additional information...information that may be fluff and not needed by your readers.

Then again, the publisher might have great ideas for expanding your book, and the printing might be such a large number that the risk might be worth taking. You'll have to decide on your own.

Sure, it would be great to see my book whenever I'm browsing in Barnes & Noble...but I have to look at the bottom line. My pocketbook must be bigger than my ego.

# 13

## Outline for E-Book Sales

### **Part I - Production**

- \_\_\_ Obtain Necessary Tools
- \_\_\_ Choose Topic
- \_\_\_ Write Your Book
- \_\_\_ Format Your Book
- \_\_\_ Copyright Your Book
- \_\_\_ Determine Price
- \_\_\_ Get an ISBN
- \_\_\_ Create Electronic Newsletter
- \_\_\_ Set-up Your Autoresponder
- \_\_\_ Build A Website
- \_\_\_ Create Online and E-mail Order Form

### **Part II - Marketing**

- \_\_\_ Join Discussion Lists
- \_\_\_ Post Free Classifieds
- \_\_\_ Request Link Exchanges
- \_\_\_ Offer Book Excerpts to Magazines
- \_\_\_ List Your Book with Amazon.com
- \_\_\_ Contact Conference Organizers About Speaking Opportunities

### **Part III - Ongoing**

- \_\_\_ Follow Your Marketing Plan
- \_\_\_ Write Another Book!

# 14

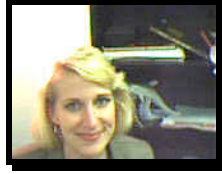
## In Closing

I receive advice requests from writers every day. Here's what I tell them:

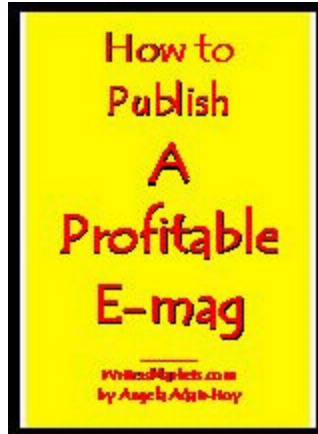
1. Read this book
2. If you get sidetracked, read it again
3. Join my self-publisher's discussion list  
(<http://www.writersmarkets.com/index-publish.htm>)
4. Don't Give Up!

If you help, please feel free to contact me by e-mail at [aadair@writersmarkets.com](mailto:aadair@writersmarkets.com).

## Other publications by Angela Adair-Hoy:



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### **How to Publish A Profitable E-mag**

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  - **Readers' Marketing Tips**
  - **Online Resources**
- **Feature articles on How to Make More Money Writing**

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-- Gloria Stevens, editor, freelance writer.

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-- Madeleine Begun Kane

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-- Edie Helmich

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-- Tina Kennedy

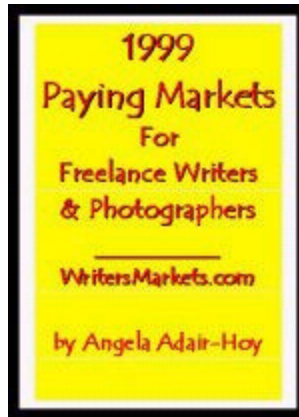
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