

55 E-book Marketing Opportunities

by Monique Harris

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INTRODUCTION

What does it take to make money from your e-book? 5% inspiration, and 95% perspiration. (The perspiration comes from marketing, marketing, and whew... more marketing.)

No matter how well written your e-book is, if you don't get out there and let potential readers know about it, it might as well still be sitting in your desk drawer collecting dust. Promoting your e-book is by far THE most important task in the entire sales process. Don't let anybody fool you into thinking that it's no big deal.

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If you have any questions, contact Meg Potter meg@idirect.com or (905) 562-6342.

Web Site Where You Can Get Your Kid-Friendly E-book Reviewed

In a Creative Way <http://www.inacreativeway.com/> is looking for articles that demonstrate some kind of creative parenting. It can be anything from a new approach to a parenting issue, a craft idea, song or a recipe. Articles can range in length from 500 - 2000 words, although recipes etc may be shorter.

In return they will give you a short bio (100 words or less) and a link to your Web site.

You may also submit your e-book for review. They're especially interested in new products and literature that promote a creative learning opportunity for children.

Submission guidelines for both articles and products, can be found at <http://www.inacreativeway.com/Submissions/index.html>.

Marketing Opportunities For E-book Authors

This comes from another discussion group that I'm a member of:

Thought I'd let you know about a couple of promotion opportunities I have for e-authors. Along with my partner, I run a free book review newsletter called **WORD OF MOUTH**. Currently, we have 630 subscribers and growing. Our idea is to share a little about the reviewer's tastes and reason for choosing whatever books they reviewed so that the subscribers can decide if they share those tastes. We rely on reader participation to run reviews, and have been running 4 ebook reviews per month (out of a total of 8 reviews run monthly). We also run a free book/e-book giveaway twice monthly. So, what are the promo opportunities?

1. If you'd like to donate a print book or e-book for our contest we'll run a little blurb about your book and include an URL, which will hopefully boost your sales. It will also make our subscribers happy because they can enter to win something free!
2. A review of your book listed in WORD OF MOUTH. (Please read below carefully, because we're not like most review zines!)

Conditions? Yup, a few relatively painless ones. One is that it may be a while before your book pops up for the contest, because of others waiting in line. Another is that reviews of books in WORD OF MOUTH need to be on our own special form (available on autoresponder at: wordofmouthreview@sendfree.com) and they should come from a third party--which means that the author or publisher can't write them.

However, should the author know of someone who really, really liked their book and wants to fill out our review form and send a review in for possible publication, that's completely okay (though if you do this, we'd also really appreciate a review of a favorite print book of yours).

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Xina Marie Uhl

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How To Make More Money With Your How-To Titles

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Submission directions can be found on the page above.

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