

Profitable Publishing

By David Barrett

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There is no better way to make money on the Internet today than with your very own product. Most Internet marketers create their own online products by writing an ebook. Ebooks are a low-cost solution that are easily distributed digitally. By publishing your ebook digitally, you virtually eliminate the printing and distribution fees associated with conventional publishing.

Anyone can write a book. It doesn't take a genius or a college graduate to write something that others will want to read. Everyone has an opinion or a unique point of view that is distinctly theirs. Maybe you have special insight into a subject that you are particularly fond of. It really doesn't matter what your book is about, there is probably a market for it.

One of the first things anyone who writes will tell you is to write what you know. This may seem obvious, but you would be surprised how many people attempt to write books about subjects they know little or nothing about. The results are usually wildly inaccurate and full of misinformation. You will also find it much easier to write your book when you pick a subject you are familiar with.

Once your book is written you will need to compile it into a format so others can read it too. There are two main formats that most eBooks are distributed as: Windows executable (.exe) and PDF.

As the name implies, the Windows executable will be viewable only to Windows users and Mac users who are running VirtualPC. (<http://www.connectix.com/products/vpc6m.html>)

PDF eBooks can be read by virtually any computer, regardless of what operating system it uses, but it does require the free

Adobe Acrobat Reader software.
(<http://www.adobe.com/products/acrobat/readstep2.html>)

Compiling your book is a relatively simple process. First assemble your book as html pages, just like a website, then use your compiling software to turn it into an eBook. When it's finished, basically what you have is a self-contained website that can be downloaded and read on-line or off.

There are various ways to start distributing your eBook. The first thing you must decide is whether you are going to charge a fee for your book, or give it away for free. There are advantages to both.

If you decide you are going to charge a fee, you need to figure out what an appropriate price will be. You don't want to over-charge your customers, but by the same token you don't want to under-charge either. The best way to determine the right price is through market testing. Advertise your book at different prices and see which one sells the most.

If you decide to give your book away, be sure to list it in as many free ebook directories as you can find. Use it as an incentive to attract new opt-in subscribers to your email list, or give it away as a free bonus with your product. You should also encourage others to give it away as well. The more people there are distributing your book, the faster it will spread, creating a steady flow of traffic to your website.

Below are a few eBook directories that will list your eBook for free. There are tons more, but these are good starting points:

<http://ebooks.searchking.com>

<http://www.free-ebooks.net>

<http://ebookdirectory.com>

<http://www.ebookjungle.com>

<http://www.ebookpalace.com>

The world of online publishing is still new, but spreading fast. Major publishing houses are beginning to release mainstream books in electronic form. Don't let another opportunity pass you by. All it takes is dedication and a little creativity. Who knows, with a little time and effort, your ebook might be the next "Big Thing."

Happy writing!
Dave Barrett

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