

# The Shocking Truth about E-books

By Joe Vitale

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Last August the New York Times announced that e-books were not selling. A reporter wrote, "The main advantage of electronic books appears to be that they gather no dust. Almost no one is buying. Publishers and online bookstores say only the very few best-selling electronic editions have sold more than a thousand copies, and most sell far fewer."

Is that true? I've learned to weigh everything the media tells us with more than a grain of salt. As the author of numerous traditionally published books, as well as the author of several popular e-books, I'm here to tell you that e-books are selling and selling far better, in many cases, than most traditional books. Here's just a little proof:

Corey Rudl made \$400,000 from his e-works,  
Stephan Mahaney made \$800,000,  
Michael Campbell made \$10,000,  
David Garfinkel made \$35,000,  
Larry Dotson made \$5,000 in less than a month,  
Allen SAYS made \$15,000 on a Sunday,  
Bob Gatchel made \$30,000 in one weekend.

My own "Hypnotic" series of e-books, all published by Aesop Marketing, have broken sales records and left my printed books in the dust: "Hypnotic Writing" has sold in the tens of thousands---at \$29.95 each---for more than two years now; My follow-up book "Advanced Hypnotic Writing," has sold well into the thousands; and the recent work by myself and Larry Dotson, "The Hypnotic Writing Swipe File," came out of the gate with a bang---selling at the whopping price of \$197 a copy.

And keep in mind that these e-books have no printing or shipping costs associated with them. They are "invisible" books. You don't have to warehouse them, either. When they sell for \$29.95 or \$197, that's virtually all profit. (A very nice feeling.)

I don't blame you if you are skeptical. I was, too, at first. Mark Joyner, CEO of Aesop Marketing, begged me for two years---years!---to give him a work of mine that he could release as an e-book. I'm a book lover and never thought anyone would EVER buy an ebook. (So much for me being a

futurist.)

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