

5 eBook Joint Venture Marketing Tactics!

By Larry Dotson

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1) Give Away Reprint/Resale Rights

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You could ask e-zine publishers to give away your fr[^]ee e-book. They might accept, because they can use it as a bonus for people who subscribe to and read their own e-zine. This would increase the number of people who would see your fr[^]ee e-book ad and your other ads in inside it. Tell the e-zine publishers this would also help to keep their subscribers loyal.

5) Give Away Information Archives

A lot of e-zine publishers don't publish their archives on their web site. It's extra work and takes up a lot of web space. You could offer to archive an e-zine's back issues in a fr[^]ee e-book format on your web site in return for the e-zine continuing to run one of your ads. Or just have them mention the archives can be downloaded at your web site because your product ads would be there anyway. Or you could have them give away the fr[^]ee e-book in their e-zine because your ads would be in it.

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