

How To Promote Your Home Business With Ebooks

By BB Lee

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by BB Lee (C)2003

It's a fact! Giving away ebooks is one of the easiest ways to promote your business online.

Many online entrepreneurs will agree. They've proven this time and time again with their own marketing efforts.

It's surprising that many new entrepreneurs do not know this easy and free marketers secret. So, listen closely, here's the inside scoop:

Many successful online marketers discovered early in their career they could easily write a brief ebook on an interesting subject. Within the ebook they could include links back to their website, their affiliate programs, along with info about their business. Soon they learned this marketing tactic reached thousands of potential customers without even spending a penny on advertising.

Here's How!

They simply encouraged the readers to download the ebook and give copies to their friends, family, or online associates. Everyone!

This is free viral marketing that is catching on like wild fire across the Internet!

Why?

Because it works fast! After using this advertising method you will see an immediate increase in website traffic. And

of course more traffic will lead to more customers, more sales, more profits.

So, you're wondering how to get started? What to write about? Write about anything you think would interest your targeted audience.

The information must be unique and of course valuable. Don't fill your ebook with zillions of links back to your affiliate program or raves about your business. You want fresh, unique, information that will capture the readers attention and motivate them to visit your website. You certainly should avoid turning them off with blatant sales pitches within the covers of your ebook before they are familiar with your website or businesss.

Subjects that quickly capture readers attention might include money topics, frugal methods, starting a business, time management, success tips. And I am sure you can think of at least a dozen more.

Open your text editor. Jot down several areas you would like to cover on a topic you know about and label these topics your chapters. Make your giveaway ebook brief, uniques, informative.

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<http://www.mindlikewater.com>

Imagine, your ebook might be read by thousands across the Internet. And if they like your ebook, they will click the link to your website to find out more about your business.

Talk about viral marketing and promotion! The possibilities are unlimited!

This is an excellent way to get name recognition for your business, increase website traffic, make more affiliate revenue. Try it! It's totally free and easy.

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