

A tip from an ebook junkie...

By Neil Tarvin

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Neil Tarvin
ntarvin@ebookgraphics.com

ebookgraphics.com <http://www.ebookgraphics.com>

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I admit that I'm an ebook junkie. I have "a number" of cd's burned with nothing on them but ebook files. (No, I won't tell you how many - let's just say it's somewhere between 10 and 100 cds! LOL!)

At any rate, tonight I was going through my cd's looking for a particular ebook. I can't begin to tell you how many I have that I have no clue as to what they are. They have mysterious names like "ar.exe", or "eza2_1.zip", "eacz.exe", or "million1.pdf" (do you have any idea how many ebooks are named "million"? Must be the most popular ebook file name on the Web.)

I even wrote the eBook Librarian software to handle this problem, but I haven't had time to go through *all* my ebooks and enter them. So, I'm still stuck with cryptic file names.

I can guarantee one thing, though - the chances of me ever opening these ebooks to see what they are is "slim to none". There just isn't enough time to do it and still be able to produce new ebooks and maintain a website.

So, here's my tip to all you ebook writers out there - give your files meaningful names. Here's a few examples - "GoalSetting101.pdf", "homebusinesswebsites.pdf", "Business_Promo_Templates.exe", or "OnlineMarketerToolkit.exe".

I feel this is necessary whether you are giving away a free ebook or selling your ebook. Put some thought into the file name.

A good file name is just as important as the title of the ebook. If the file name "tells the story", it can be a salesman on the reader's hard drive - tempting them every time they open their file manager.

Want it to work even harder? Use WinZip or one of the other unzippers which create self-extracting files and have it place the file on the user's desktop, or create a new directory and Start menu program entry for your ebook. That way you can be sure it will be noticed.

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