

Why Write an E-book?

It's not true that everything that has been said has already been written. You are a unique being with something to say in your unique way. Now is the perfect time to write an e-book. E-books are a powerful tool for business owners who want to leverage their knowledge and expertise from a service provider into a product seller. You have to sell your time for money when you provide a service, but once you write an e-book, it can sell for you 24/7. That's passive income!

And publishing an e-book is entirely different than publishing a book in print. Perhaps you've checked out self-publishing and found that it's fairly costly. Most small presses charge a set up fee and between \$3 to \$10 per book. Then you have distribution, shipping, and promotional costs.

Let's say you already have an Internet business with a quality website selling your services. An e-book is a powerful way to promote your business while educating people with knowledge you already possess. It is the perfect outlet to reach the largest audience of enthusiasts on your topic. And it will provide you with a source of passive income, unlike your services.

Figure out what you want to write about and keep your niche narrow. Research your competition and see if you can find a void that you might fill. People need advice that is easy to understand from someone who is the expert.

E-books will not only promote your business, they will help establish you as an expert. You may even find that you have enough to say to write a series of e-books. You may even want to build a business around writing and publishing e-books as well as other information products.

One of the main reasons people read e-books is to find information on how to make their businesses more successful. These people are looking for writers of e-books to provide them with new ideas and strategies. E-book writers are experts in their area of specialty and they can offer advice, education, and inspiration.

You may want to create affiliate programs that will also market your e-book. Affiliates can be people or businesses that will all be working to sell your e-books for a commission.

People will only be able to buy your e-book if they hear about it, so you have to learn how to promote. One tactic some marketers use is to give it away! It becomes a viral marketing tool as people pass it around to others. You always want to have links in the e-book to send people back to your website. You will see profits in the form of promoting your business and getting your name out.

Another powerful tool to attract people to your e-book is to make it interactive. Let your readers fill out questionnaires, forms, and surveys geared to testing their knowledge. Have your readers hit a link that allows them to recommend your book to others or order any other products you have.

E-books not only provide a vehicle for people to learn, but they can also promote your business.

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