

How To Sell & Market Your Ebook Online



If you're ready to sell your ebook online and take control of your electronic publishing efforts, this guide can help.

This guide will take you through the basics of selling your ebook from getting organized to actually selling your ebook from your website, blog, social media page, or even from an email blast.

If questions should arise about the concepts we introduce to you below feel free to contact us at 865-686-5713 for more information or help.

Getting Organized

It's best to start out by being totally organized. This will help with all of the concepts below and assure that your transition from start to finish is smooth.

Your Completed Ebook

Before you start thinking about selling your ebook online you have to complete it first. Make sure that your book has been proofread and formatted properly. You'll also want to consider a front and back cover as well as a thorough table of contents.

Formatting Your Ebook to the Most Popular Formats

In order to appeal to the greatest number of people you'll need to format your book to the most popular formats. If you think about it makes sense. By offering your ebook in many formats as possible you increase your chances of selling more ebooks.

The most popular formats to consider are:

- PDF Format – The pdf ebook can be read on pretty much any device you can think of.
- Kindle Format – The Kindle ebook is the most popular e-reader format.
- ePub Format – The ePub format will work on Apples iBooks Application for iPad, iPhone and iPod as well as the Barnes & Noble Nook, and Sony's eReader.

Pricing Your Ebook

Ebook pricing should be considerably lower (between 20% - 30%) than what you would charge for a physical book.

Remember... Readers (your buyers) think that there is minimal work put into the creation of an ebook version, thus they want a better value when they buy the electronic version. As an author you know different, but if you want to sell ebooks you'll have to go with the perception of your readers.

Now... if your offering includes additional resources that the physical book does not offer you'll be able to charge a premium. Examples of additional resources would be considered additional content, workbooks, or perhaps audio content or an autographed cover image.

The more creative you are with your offering the more you can charge for your offering.

Selling Launch Points

In order to sell your ebook online you have to have launch points. Launch points are where you can direct web traffic to buy your ebook. The launch points below are the most common.

A Website

If you don't have a dedicated website for your ebook you should strongly consider it. A website is the most important launch point that you can have because you can drive all web related marketing traffic to it.

If you have the ability to have it professionally created do so but make sure the website will be created with a "standards" framework so that it can be viewed across multiple browsers and devices (PC's, Mac's, and mobile devices).

You'll also want to have the ability for site visitors to buy your ebook in all formats (PDF, Kindle, ePub) through a digital content shopping cart with a buy now button.

Ok, here's our plug... :) Digital Content Center offers all-inclusive packages starting at \$199.95. Our packages include a website, domain, hosting, our digital content shopping cart system, keyword research & submission to the search engines, and of course helpful advice with marketing.

A Blog

Using a blog as a launch point can either take the place of a website or can be used in conjunction with a website.

Serving as a primary launch point again you'll be able to drive all web related marketing traffic to it. If using a blog in conjunction with a website it's a great tool to build back links to your website which will help build your rank on the search engines.

However you choose to use a blog make sure site visitors can buy your ebook in all formats (PDF, Kindle, ePub) through a digital content shopping cart with a buy now button.

Email Blasts

Email blasts, also considered email marketing, are a great way to keep your offering in front of potential buyers but you'll need to get creative if you are going to use this method as a your primary launch point.

We suggest using email blasts in conjunction with a website or blog as your primary launch point.

However you choose to do email blasts make sure your recipients can buy your ebook in all formats (PDF, Kindle, ePub) through a digital content shopping cart with a buy now button.

Dedicated Ebook Vendors (Direct Sale Vendors)

Dedicated ebook vendors include:

- Amazon's Kindle Store – Kindle owners can buy and download your ebook directly to their device.
- Barnes & Noble's Nook Store – Similar to the Kindle Store, this store enables Nook owners to buy and download your ebook directly to their device.
- Apple's iBook Store – Again Similar to Kindle Store, this store enables iPad owners to buy and download your ebook directly to their device.

For more information on Dedicated Ebook Vendors checkout our Getting Started with Direct Sale Vendors Guide, it has some great information in it.

A Social Network Page

Do you have a Facebook or Twitter Account? Although these types of launch points are not ideal for selling they can be used if you are just starting out and your budget is tight. Just remember you'll need to consistently keep your message in front of your followers.

We suggest using social media as part of your marketing efforts as outlined below.

Marketing Your Ebook

There are many ways of marketing your ebook. Below are some methods to think about. No matter what method you choose, be consistent in your efforts. When you find a path that works, turn up your efforts.

Search Engine Optimization

Getting on the first page of Google, Yahoo or MSN can be challenging unless you do keyword research, create a properly built web site, create a site map and submit it to each search engine. Also of great importance for search engine optimization is the keyword density of your website.

Another consideration for ranking high on the search engines is the domain name that you choose. If possible choose a domain name that encompasses the main keywords you are trying to rank with.

Remember indexing and ranking is not immediate, you'll want to track your page rank and placement on a monthly basis and make adjustments as needed.

Pay Per Click Campaigns

If immediate traffic is your goal, a pay per click campaign is the way to go. Know that getting started has a semi-intense learning curve if you are not used to the concepts of keywords, ad creation, landing pages and analytics but the pay off will be fantastic if done correctly.

Press Releases

A press release is a great way to tell the world about your ebook. Make sure your press release is filled with the keywords you want to be found with. If you are selling from a web site it will also build back links to your site, which helps for organic placement in search engine results which then equates to higher ranking for the keywords you are wanting to be found with.

Press releases can be pricey depending on the vendor you choose. However, if done correctly will drive major amounts of traffic to your website.

Site Partnerships

If your product serves a particular group of people look for popular web sites that you can partner with. For example, if you are selling an ebook on cooking, partner with a cooking web site to offer your product at a discount to members of the cooking web site. Also look for organizations that can benefit from your product and offer special pricing for those members.

Social Networking

Although social networking web sites are not a prime place to sell ebooks, they sure can help spread the word. Make sure that your primary web site and any communication to potential customers invites them to join you on your social networking page and then use your social networking pages to let clients know about your website. The cross traffic that is created may help sell your ebook.

Affiliate Programs

When thinking of an affiliate program you'll first think that all kinds of people can now sell your digital download and make a cut of the sale. The problem with most affiliate programs (online or self managed) is that targeting is not taken into account. Make sure that the web site that is selling your downloads is the right fit for your downloads. You don't want a web site that sells light bulbs to sell a cooking ebook. Having the correct type of affiliates is the key to a great affiliate program. Don't be afraid to be picky, it will pay off in the long run.

Direct Marketing

If your product is of a nature that you can be seen in trade publications you may want to consider doing some direct marketing. It's a great way to target your audience and your ad whether it be on the web or in print will be seen by people that are already warmed to your product based on the niche you are advertising to.

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Thank You for reading our "How to Sell and Market Your Ebook Online" guide.

If you are going to be using Dedicated Ebook Vendors (Direct Sale Vendors) we recommend reading our "Getting Started with Direct Sale Vendors" guide.

If you would like more information on any of the concepts discussed in this guide, give us a call at 865-686-5713.