

The Ebook Cavern Newsletter - July 2007

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Hi Everyone!!!

Welcome to the July 2007 edition of **The Ebook Cavern Newsletter**. This month's edition is one week late and as much as I want to blame the postal strikes and terrible weather we've been having in the UK, most of you will know these don't affect email delivery in the slightest :-). Anyway, the real reason is that last week I was launching "*Powerful PDF*" but I'm back this week with a fully packed newsletter. Included in this month's newsletter are:

- [An 'Ebay Ebook Success' article on Promoting your Newly Created Ebook Step-by-Step!!](#)
- [Just over one week left to grab Auction Profits Unleashed for \\$17!!](#)
- [Review of Perry Marshall's The Definitive Guide to Google Adwords!!](#)
- [The New Ebook Cavern Newsletter Blog!!](#)
- [Coming Soon - The New Ebook Cavern Reviews Blog!!](#)
- [Final Words!!](#)

1) Promoting your Newly Created Ebook Step-by-Step

In my last few articles I've been discussing creating your own ebooks. In this article, as requested by one of the subscribers to this newsletter, I'm going to explain how I would promote a newly created ebook, step-by-step:

1) Get a Mailing List:- I know everyone seems to be harping on about the importance of getting a mailing list. My opinion is - "If you want to sell digital products online you HAVE to get a mailing list together". This is the first thing I would do when promoting my new ebook. If you don't yet have a mailing list then head over to [Aweber](#) and sign up.

After this you need to start getting subscribers on your list. This is a topic far too detailed to be covered in this article, but here's a basic summary of how to do it. First, you need to create a page with a web form allowing people to sign up for your newsletter (this is called a squeeze page). On this squeeze page you need to offer something of value that is related to what you are trying to sell. It could be a free report or a free chapter from your newly created ebook. If you want to get an idea of what a squeeze page should look like you can take a look at one of mine by [Clicking Here](#).

Once you have your squeeze page you then need to get traffic to this page using promotional methods including; article submission, [Google Adwords](#), etc, all of which I outline later in this article. You also need to make sure that you offer your subscribers regular, free, quality content so that they trust you and also so that they know you provide good material that is worth paying for.

I would recommend you get a mailing list before you launch your product so that you have a list of subscribers ready for the product launch. Anyway, as I said before this is not an article on list building. Above is a VERY basic summary and I would suggest you do further research into this area. However, the point still stands that you need to get a mailing list if you want to launch a product online.

2) Offer the Ebook to your Mailing List First:- Before launching your ebook to the general market, first offer it to your subscribers. This offer should be an exclusive offer that will not be available when the ebook is launched to the general market. For example, the ebook could be heavily discounted or you could include free additional content which will only be available to newsletter subscribers.

Make sure that the offer is time sensitive and not repeated. If the offer never ends or it's repeated then it's not really an offer at all. By introducing a time limit and not repeating the offer your subscribers really are getting an exclusive deal.

3) Release the Ebook to the General Market:- Once the time limit for the subscriber offer has expired you can release your ebook to everyone. I would recommend you set up a website to sell your ebook and list the ebook in your eBay store. Again if you don't have all of the above you're going to need them. I use [1and1](#) for my websites and you can get an eBay store by [Clicking Here](#).

4) Write some Articles:- The topic of these articles will be dependent upon your ebook subject. Sticking with the theme of weight loss I mentioned earlier you could perhaps write articles such as; '10 Foods that will Burn More Calories' or '15 Easy Exercise Tips'. Whatever the topic, make sure the articles contain quality content but at the same time do not give away the entire contents of your ebook.

5) Send an Article to your Mailing List at Regular Intervals:- Once the articles are written you want to be sending them out to your subscriber list on a weekly, bi-weekly or monthly basis. This provides your subscribers with free quality content. In between messages make subscribers aware that your ebook is available for purchase. Using the weight loss theme again you could perhaps send an email a few days after one of these articles saying; "I hope you found the recent article on '10 Foods that will Burn More Calories' useful. In my ebook 'Wonderful Weight Loss' I discuss even more foods that increase the rate at which calories burn and include a full diet plan."

6) Alter the Article Slightly and Submit to Article Directories:- You need to alter the article because the way you address subscribers will be different to a proper article. Once amended submit the article to relevant article directories including <http://www.ezinearticles.com/> and <http://www.goarticles.com/>. Then in the author bio box include a message that promotes your ebook. Sticking with the weight loss example you could use; "Bob has studied weight loss for a number of years and has come up with the ultimate weight loss plan. If you want to check out the full details of 'Wonderful Weight Loss' visit..."

7) Set up a Blog and Post your Articles:- You can set up your own blog for free at <http://www.blogger.com/> and <http://www.wordpress.org/>. Once set up, alter your articles slightly and then post them to your blog with a link back to your ebook sales page.

8) Make Regular, Valuable Contributions at Relevant Forums:- With this tip I am not advocating that you SPAM any forums. However, many forums allow you to have a signature which links back to your website. If you make your signature link back to your ebook sales page and answer relevant questions then you are likely to get a few clicks from potential customers. For example, if someone is asking which foods help burn calories then you could use information from your article to post an answer.

9) Submit your Sales Page to the Search Engines:- Submitting to the search engines is free so it's definitely worth doing. Your sales page will get indexed eventually but manual

submission speeds up the process. You can submit your page to Google by [Clicking Here](#).

10) Sell your Ebook through ClickBank:- ClickBank is one of the Internet's largest digital product retailers so you really want to have your product selling here also. By selling through ClickBank your ebook is listed in the ClickBank marketplace and affiliates can promote your product for a commission that you determine. You can sign up for ClickBank by [Clicking Here](#).

11) Start a Google Adwords Campaign:- Like mailing lists Google Adwords is a topic that is beyond the scope of this article. However, when you do it right the results can be great. If you are thinking about doing a Google Adwords campaign I would personally recommend reading Perry Marshall's The Definitive Guide to Google Adwords which I have reviewed at <http://www.thebookcavernreviews.co.uk/>.

12) Repeat Steps 4-11:- It's important that you are constantly promoting your ebook and the best way to do this is repeat what is already working. Keep writing new articles & distributing them, keep building your mailing list & stay in contact with your subscribers and keep contributing to relevant forums.

So that is how I would go about promoting a newly created ebook. I would also be promoting my eBay store (which contains a listing for this newly created ebook) using my About Me page, eBay Reviews & Guides and more but overall the above is what I would do step-by-step.

About the Author:

Tom Parker is an eBay Ebook PowerSeller who sells ebooks and software at <http://stores.ebay.co.uk/thebookcavern>. To receive free tips from Tom regarding selling ebooks on eBay and a free collection of ebooks sign up for his newsletter at <http://newsletter.thebookcavern.co.uk/>.

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2) Just over one week left to grab Auction Profits Unleashed for \$17



If you got my message earlier this week then you will be aware that Lee McIntyre has a very special offer just for subscribers to The Ebook Cavern Newsletter. His fantastic ebook "Auction Profits Unleashed" is due to go live on ClickBank in just over one week and will be priced at \$47. However, as a subscriber to this newsletter you can grab a copy of "Auction Profits Unleashed" before it goes live for just \$17 - a huge \$30 saving.

I've read this ebook myself and as an eBay ebook seller you really don't want to miss out on this great offer. Remember, in just over one week the price goes up to \$47 but if you take action now you will save \$30. Visit <http://www.auctionprofitsunleashed.com/ebookcavern/> for all the details.

3) Review of Perry Marshall's The Definitive Guide to Google Adwords



As I said last month I've been experimenting with Google Adwords recently and to help me do this I've been using "*Perry Marshall's Definitive Guide to Google Adwords*". You can check out my review and my results by visiting <http://www.thebookcavernreviews.co.uk/>.

4) The New Ebook Cavern Newsletter Blog

If you're reading this new downloadable then it's likely that you know about my the new **Ebook Cavern Newsletter Blog** which you can visit at <http://newsletter.thebookcavern.co.uk/>. As subscribers to this newsletter know I've been looking for a way to allow readers to comment on **The Ebook Cavern Newsletter** for sometime. With the blog readers can now post their own comments on my newsletter plus it is also a lot easier for me to organise a blog than a website.

This way this new **Ebook Cavern Newsletter Blog** will work is as follows. Each month I will post **The Ebook Cavern Newsletter** as normal and email you when it is ready. The only difference will be that the newsletter will now be available in both PDF format and HTML format. Between each edition of **The Ebook Cavern Newsletter** I will also post relevant updates to the blog.

So I hope you like the changes. I really think they'll be good for both you (the subscribers) and me. So let me know what you think. Post a comment at <http://newsletter.thebookcavern.co.uk/>.

5) Coming Soon - The New Ebook Cavern Reviews Blog

Following the change to a blog for **The Ebook Cavern Newsletter** I've decided it will also be a good move to convert **The Ebook Cavern Reviews** into a blog. Again, this will be easier for me to organise but it will also allow readers to add their own comments to my reviews. Anyway, I'll let you know when the changes have been made and once it's ready the new **Ebook Cavern Reviews Blog** will be posted at <http://www.thebookcavernreviews.co.uk/>.

6) Final Words

That's it again for another month. So now all updates from me will appear on the blog. I'm going to start focussing more of my time on **The Ebook Cavern Ebay Store** (<http://stores.ebay.co.uk/thebookcavern>). In the past few months I've been spending a lot of time on my websites, Google Adwords and other non-eBay projects. However, this is meant to be an eBay related newsletter so this is where I plan to focus my time. I've got a few interesting ebooks in the pipeline which will come with full resell rights and will be made available to newsletter subscribers first. Anyway, I'll let keep you posted via **The Ebook Cavern Newsletter Blog** when relevant updates occur. Hope you enjoyed the newsletter and please feel free to pass this newsletter on to a friend.

See you soon.

Tom Parker (Owner and Creator of The Ebook Cavern)
<http://www.thebookcavern.co.uk/>

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