

# The Ebook Cavern Newsletter - November 2007

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Hello Everyone!!!

The November 2007 edition of The Ebook Cavern Newsletter is here and it's only one month late. This month I've been making some more changes to the newsletter blog, added a new review to [The Ebook Cavern Reviews Blog](#) and much more. The full list of contents is listed below:

- *An 'Ebay Ebook Success' article on Things to consider before you Begin Blogging!!*
- *Update on The Ebook Cavern Newsletter Blog!!*
- *Fitness Pack Offer!!*
- *Update on The Ebook Cavern Reviews Blog!!*
- *Sale at The Ebook Cavern eBay Store!!*
- *Free Gallery on eBay US!!*
- *Final Words!!*

## 1) Things to consider before you Begin Blogging

In my last few articles I discussed how email lists can be used to complement your eBay ebook business. In my next series of articles I will be discuss how the platform of blogging can be used to help promote your eBay ebook business. In this particular article I am going to discuss what you need to consider before you start blogging.

As I have mentioned before a typical eBay ebook sale is usually a very simple process with no incentive for your customer to return. They purchase the ebook, they receive the ebook, they leave you positive feedback and then they go away to read the ebook. If you can extend this process and give your customers an incentive to return, then you have an increased chance of repeat custom and increased opportunities to build trust and build your brand.

Blogs are an excellent platform for this because they are easy to manage, interactive and a great way to keep your customers up to date with the latest goings on. If people enjoy what you are reading they will keep returning and from here you can direct them back to your eBay store. But what will you need to consider before you begin blogging?

**1) Blogging Platform:** eBay have recently started their own [blog service](#) allowing you to host your blog on their website. [Blogger](#) and [WordPress](#) are two other services which allow you to create a blog. There are many other services out there too. Ultimately, the choice is down to you. You will have to check out the services and decide on the one you like best. I personally prefer WordPress because you can host it on your own website and therefore maintain full control over the blog.

**2) Blogging Subject:** What will you be blogging about? Apart from keeping your customers up to date with news from your eBay ebook store you will have to offer them some value on your blog. Otherwise there is no reason for them to keep coming back. Maybe you could write some articles about eBay? Perhaps you could seek out free ebooks

with resell rights and provide these to customers? Maybe you could provide discounts on your products to those who read your blog? Maybe you can post news stories to your blog that may affect your customers. There are many possibilities here. All you need to do is choose one.

**3) Blogging Time:** Although this isn't the only success factor, the more you post the more successful your blog will be. You therefore need to consider how critical your blog is going to be to your eBay ebook business and allocate adequate time towards posting. If you are planning to heavily utilise your blog as a means of generating traffic then you really need to be making quality posts every other day. However, if you are using your blog as a more general source of news for customers less time will be required to maintain it.

Overall, blogging is a great way to keep your customers up to date, build trust, build a brand and generate repeat custom. A successful blog can also generate you lots of traffic from outside of eBay. Consider the above advice and then start blogging.

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**About the Author:**

Tom Parker is an eBay Ebook PowerSeller who has been selling ebooks and software on eBay for a number of years. He trades under the eBay ID: EbookCavern. If you want to learn Tom's top eBay ebook tips subscribe to his newsletter at:  
<http://newsletter.thebookcavern.co.uk/>.

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## **2) Update on The Ebook Cavern Newsletter Blog**

As I stated at the beginning of the newsletter I've made some more changes to the format of this newsletter. As you may or may not know I recently converted **The Ebook Cavern Newsletter** into a blog because it was easier to manage and more interactive for you the readers. I've now added all the free ebooks (that are given away with the newsletter each month) to the blog. Therefore, instead of having to go to a separate location to get your free ebooks everything is available from <http://newsletter.thebookcavern.co.uk/>. Hopefully this will be easier both me and you.

### 3) Fitness Pack Offer



You may or may not have received my email for **The Ultimate Fitness Pack** so I'm using this month's newsletter to draw your attention to this fantastic offer. **The Ultimate Fitness Pack** contains a great collection of ebooks in the fitness niche, all with master resell rights. Of course, I am offering this package to newsletter subscribers for a great value, knock down price. You can check out the full details by visiting <http://fitnesspack.thebookcavern.co.uk/>.

### 4) Update on The Ebook Cavern Reviews Blog



I've added another review to [The Ebook Cavern Reviews Blog](#) this month. The product reviewed is Viral PDF which allows you to create ebooks which others can brand with their details. Overall I think this is a great product with the customer service being a particular plus. You can check out the full review by [Clicking Here](#).

Next month I plan to add a review of Blogging to the Bank. I'll keep you posted.

## 5) Sale at The Ebook Cavern eBay Store

I've got a great sale running at [The Ebook Cavern eBay Store](#) right now. For the next 14 days you can get any of the digital products in my eBay store that were created by me at half price. That means you can get great products such as "*Internet Marketing: A-Z*" and "*Powerful PDF*" with a substantial 50% discount. You can check out the sale by [Clicking Here](#).

## 6) Free Gallery on eBay US

eBay.com are currently offering free gallery on auction and fixed price listings until the 12th December 2007. As an eBay ebook seller this is a really fantastic offer and when I saw it I instantly thought it would benefit my readers too. Anyway, you can check out the full details by [Clicking Here](#).

## 7) Final Words

Well, overall that was quite a comprehensive newsletter with a little bit of everything. I hope you get a chance to absorb all the information and that it proves useful to you. Next month I'm planning to get a new edition of "*Ebay Ebook Success*" out there. I've also managed to negotiate a great offer for subscribers to this newsletter on a soon to be released product. I can't say too much about it now but look out for the email next month.

Tom Parker (Owner and Creator of The Ebook Cavern)

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