

EBOOK MARKETING EXPLAINED

by Denise Claridge



Welcome to Ebook Marketing Explained, a brief report that aims to demystify the world of marketing ebooks. Effective marketing strategies are essential for businesses looking to reach and engage their target audience.

With the rise of digital platforms and the growing popularity of ebooks, the marketing landscape has undergone a significant transformation. Understanding the unique dynamics of ebook marketing is paramount to successfully promoting your digital content.

This report is designed to provide you with insights, strategies, and practical tips to help you develop a comprehensive ebook marketing strategy. Are you an internet marketer, author or an entrepreneur ?This report can help you promote your products, gain visibility for your written work or monetize your expertise.

Thank you for choosing Ebook Marketing Explained. May this report serve as a valuable resource and guide as you navigate the exciting and ever-changing world of ebook marketing.

Sincerely,
Denise Claridge

An Ebook internet marketing strategy can vary from plan to plan, but the most important thing is that you do have a plan. Some people write a report or even a large volume with no plan as to how to sell it. There's a prevailing mentality taken from the Field of Dreams movie 'if you build it, they will come'. This means that if you put effort and belief into a project, you would have assured success.

In this short report, I'm going to give you an ebook internet marketing strategy.

The first ebook internet marketing strategy I'm going to discuss is the scenario where you haven't actually written the product yet. This is the best way to go. If you have already written your ebook but still need a strategy, I will discuss that in the second half of the report.

First of all, you are going to have to decide on the delivery mechanism. For instance, is this something you are going to promote on clickbank? Are you going to promote it to your list only? Are you going to get JV partners? All of these things should be taken into account before you do anything else. For instance, if you are going to sell through Clickbank or JVzoo, you will need to develop affiliate tools as part of the sales letter process. If you are going to be working with JV partners, you need to get them lined up. So, start working on the mechanism first.

Next, you are going to write your sales letter. Yes, this ebook internet marketing strategy calls for the sales letter before the book is ever written.

This is where

big promises are made. Let people know what your ebook can achieve for them, how it will ease their pain.

Now, you're ready to actually write the ebook. Go through your sales letter and actually make good on all of the promises you made.

This backward step internet marketing funnel is very effective in helping you to develop an ebook that actually sells.

But, some people have already developed the ebook and know they want to know how to market it. This is the position most people find themselves in. Unfortunately, you are at a disadvantage, but it can be overcome.

In this case, the eBook internet marketing strategy involves figuring out the delivery mechanism (such as Clickbank), then writing the appropriate sales letter for that medium using your eBook as the basis for the sales letter. You may find that you need to revise parts of the eBook based on holes in the sales letter. You may want to make promises in the sales letter that your eBook doesn't deliver. If this is the case, go back and rework the eBook so that you can deliver what is promised in the sales letter.

In total, there are three steps to an eBook internet marketing strategy. First, you have to determine the delivery mechanism. Then you have to write a sales letter. Finally you write the book. If you have done this backwards, it will mean more work in the short term because you will have to correct the mistakes you've made. But, it can be done.

Don't believe that just because you've written a great eBook that people will buy it. You have to have an eBook internet marketing strategy to sell it.