

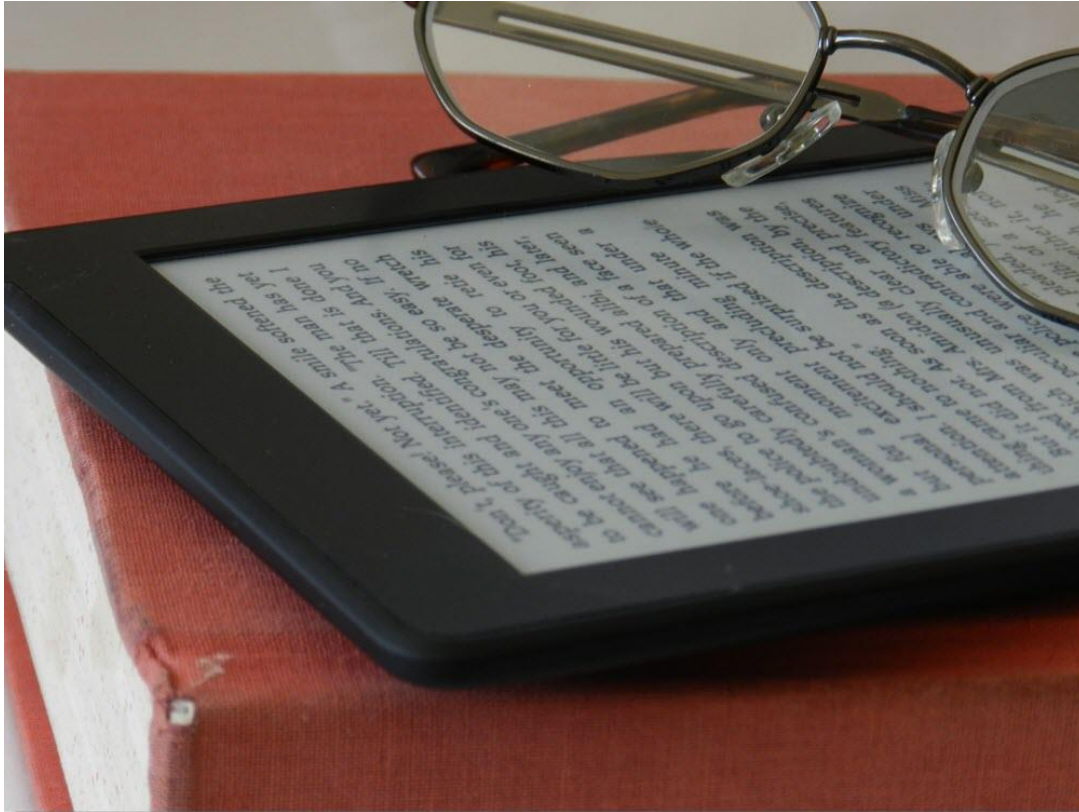
THE SIMPLE GUIDE TO SELLING DIGITAL BOOKS

**QUICKLY GET YOUR BOOK PUBLISHED AND
ON THE MARKET USING THESE SIMPLE
STEPS AND MARKETING TIPS**

Quickly Get your book
published and On The
Market

The Simple Guide to Selling Digital Books

Carol Owens



You've spent hours writing your book and making it just right. You know it's just what your reader needs. But how and where can you sell it? Is Amazon Kindle the only option?

I know when I wrote my first eBook (way back in 2005), there were very few options for selling it. Of course, there was your own site or the famous Clickbank site. But very few offer way to reach readers outside the Internet Marketing niche.

Jump ahead several years. Now you can find all kinds of shopping carts and ecommerce sites for selling your digital product, one of them most popular being Amazon Kindle. Most of them are great options.

You do need to consider a lot of factors when selling your digital book. These include the pricing structure and fees, the setup for delivery and whether you should host the files yourself or go with a provider who hosts the files for you. Deciding if you want to offer coupon codes and have an affiliate program can affect which platform you choose. You need to choose both a cover and the format before you can publish your book.

Let's dig into the nitty-gritty, shall we?



<http://www.carolowens.com>

Consider Your Book Cover Design Options

If you're like me, you've spent many hours poring over your words, getting your content just right. You work really hard to create your book. You put in the time, thought, energy and maybe even some money. You have it formatted, edited, and even read by test readers.

Your goals are balanced on the success of your book and the inside matters most, right?

Well, actually the truth may be a bit different than that. The truth is that **we do judge a book by its cover**. It's important to put a lot of attention into your book's cover. After all, the stronger your cover is, the more book sales you'll have. I've seen many books out there that have awful looking covers but their content is great. It's a shame that they often get overlooked.

And yes, the inside matters too but to get to the good stuff, you have to motivate people to buy first. So what do you want to consider when making your book cover? Let's take a look at some important things to think about.

- **What Is Your Genre?**

Different genres have different cover styles. For example, a mystery book cover looks a lot different than a self-help book cover. A text book cover looks different than a coaching manual.

So while you do want your book cover to stand out and grab attention, it also needs to fit within your desired genre.

You want your readers to recognize that your book fits into their genre and you want it to match their expectations.



- **Should You Create It Yourself?**

You can. That's certainly an option with all the tools, stock photo sites and tutorials available to help you create a cover. In fact, some technologies make it look quite easy. But you should consider your own graphic design skills. If you don't have a keen sense of design or an artistic background, then you may want to hire a designer.

Here's the great thing: There are top quality designers available everywhere who can create your book cover for a relatively low fee. Yes, you have to pay money but in return you'll get a professional quality book cover. This matters. If you want people to trust what is inside, the outside needs to be professional quality.

- **It's Not Just the Front That Matters**

If you're printing your book or offering it in print, you'll need a binding and back cover. And digital, audio, and print books all require different formatting for the cover. For

example, a print cover will require much better resolution than a small digital book cover. Each publishing service or distribution service will tell you their specifications. Share those with your designer or pay attention to them when you are creating your book's cover.

There are many considerations to make when you're publishing a book, and the cover is often the last step before launching. Make sure that your cover fits your audience's expectations, grabs attention, and has professional quality and design.

Different Book Formats Available

Now that you've decided on your cover, you're ready to decide on what format you want to publish your book on, especially if you want to publish it in more than one format. There has never been more options for writers for publishing their book and it can seem overwhelming when trying to choose. There are a handful of different publication options or formats.

Let's take a look at each of them and explore the pros and cons.

Digital Books or EBooks

Digital books are great for books that contain clickable links. This means that topics that include additional or supplemental materials can be easily accessed by clicking on embedded links. You cannot do the same thing with an audio or a print book.

Yes, you can include links in the material but they won't be clickable so you won't get the same follow-through or response rate. Digital books are also great if your audience is one that uses e-readers. Or if you have an optic that your reader may want to keep to themselves.

Digital printing is fantastic. You can upload your book and start selling it within just a few short hours. You can also make changes to the book quickly and easily. There's no down time. For example, if you notice a typo or want to update the information, you can change your document, upload it and begin selling that new version right away.

The only downside to digital publishing is that the books tend to sell for less than print books. This means that you make less money per book. However, the promise of instant gratification often means that they're easier to sell. You may sell more digital books than print. And the market is growing as more people acclimate to digital and start preferring eBooks over print.

Print Books

Print is good for books that people want to access often. For example, cookbooks can be useful in print because they may be referenced and utilized often. Additionally, books with a lot of images may be better in print. Images can be difficult to manage in some digital formats.



Text books, reference books, and books that may contain worksheets and areas for people to take notes may do better if they're in print. Finally, your audience may prefer print. The young adult and the older audience tends to prefer print but there are other demographics that may as well. Know your audience and choose the best format for your book topic and your readers.

Print is the original book format and while many self-publishers choose to focus on digital publishing and e-books, print is a very viable and potentially profitable option. The reason that self-publishers choose to use digital as their primary form of publication is because it's easy. It used to be a little tricky to get a print book published.

That's not true anymore. Today it's really easy to create a professional quality print book. With tools like Amazon's CreateSpace, you can upload and format your interior pages, add back cover copy, and upload a professionally created book cover. And if you're not inclined to make your own book cover, you can hire someone to create it for you for a truly affordable price.

Additionally, many book printing and distribution services also offer formatting and design services. This gives you every opportunity to create and sell a professional-looking book. It's also important to know your audience. Some audiences prefer print books, which means that you can target a larger audience with print.

Audio

Audio books are often part of a busy professional's commute. If your typical audience persona is a commuter or doesn't have time to read but does have time to listen, then create your book in audio format. Additionally, you may find that books that have clearly defined sections may also do well with audio.

When deciding what format to choose for your book, first consider how your readers will prefer to access the information. As you can see, it's essential to know your readers well. They are the people you're writing your book for and they should determine the format. Also understand how the information you provide will best be utilized.

Many authors neglect this format. You can reach a much wider audience with audio books. And like CreateSpace for Amazon, ACX or Audio Creation Exchange is an Amazon company that helps self-published authors create audio books to market and sell. You can narrate your book, which can be a lot of fun, or you can hire a narrator to read your book for your readers.

Finally, keep in mind that you don't have to choose just one format. You can publish your digital book as a print book and also as an audio book. However, when you market your book you may want to focus on one format. Pay close attention to the format that sells best and focus on that for future books and marketing endeavors.

Ways to Sell Your Digital Book

As an information marketer, you might be stuck for ideas on how to move forward or what the best options are for selling information products. Here are 7 ways to sell information products.



- Set up a single sales page for each eBook. It should highlight the benefits of your product and have a prominent buy link or button.
- Sell the digital book from your newsletter. You've probably already built a list of subscribers to your newsletter. Email them about your new book and the benefits it has for them.
- Sell copies of your digital book on Fiverr.com. This site and others like it are a great resource for buyers looking for specific types of information. Set up a seller account on Fiverr to list your digital products.
- Sell your digital book through a partner or affiliate programs. These programs let you recruit people who are willing to help sell your product for a share of the profits. Sites like Clickbank.com and JVZoo.com are some of the more popular ones.

There are many more ways to sell information products both online and offline. Get creative and test all the different ways.

Places to Sell Your Digital Book

Here I've rounded up a collection of websites to start you out in your career as a published eBook author. These are places where you can sign up to sell your books. Many of these sites have no signup fees, and a majority of the sale goes to you. What's more, if you're not sure how to convert your 'masterpiece' into an eBook format, some of these services will even handle the work for you.

Amazon Kindle Direct Publishing (kdp.amazon.com)

Amazon revolutionized the way we read books. You most likely know what Amazon Kindle is, unless of course you've been living under a rock.

Your eBook is listed in the Amazon Kindle Store and is available to thousands of eBook readers. This popular site gives you the opportunity to get your information product in front of consumers quickly and easily.

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You can upload eBook or PDF files

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It's free to publish your book on Kindle's Direct publishing. However Amazon does take a percentage of each sale.

Blurb (blurb.com)



This website has an online eBook creator to get you started. Use it to edit and design your eBook on a simulated Apple iPad display. Once you've finished editing the content and design, your eBook is ready to be sold on Blurb or the Apple iBookstore.

Lulu (lulu.com)

Lulu has a huge network of retail partners through which your eBook can reach readers, including iBooks, Amazon, Barnes & Noble, Kindle, and the Lulu.com bookstore and many other retailers. All for free. Lulu gives you the flexibility to set your own price and the use their free eBook Creator Guide.

Scribd (scribd.com)

This website can help you manage and promote your eBook, while keeping track of your sales and earnings. In order to sell on Scribd you have to go through one of their publishing partners—Smashwords, INscribed Digital, BookBaby, or Draft2Digital to be available for Scribd members. If you prefer, you're welcome to upload your content directly onto Scribd and take part in the Scribd store instead. However, in order to be able to sell on the Scribd Store, you need to have a seller account which is only available for users in the United States, Canada, United Kingdom, and Australia.

Smashwords (Smashwords.com)

Getting your eBook published on Smashwords means it'll be able to reach the Apple iBookstore, Barnes & Noble, Sony Reader Store, Kobo, Diesel eBook Store, Baker & Taylor's Blio, Axis360, and more. By signing up, you'll be entitled to free ISBNs and eBook conversion to 9 formats.

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FREE unlimited anytime-updates to books and metadata

FREE consolidated sales reporting simplifies year-end tax reporting

FREE centralized metadata management

FREE exclusive marketing and selling tools

Booktango (booktango.com)

This free and easy eBook service helps you design a cover for your eBook, then helps you publish and market it. You can sell your eBook through their connection of major retailers, such as Barnes & Noble, Apple iBookstore, Kobo, Sony, Amazon, Google, and Scribd.



Payhip (payhip.com)

Payhip helps you by handling most of the hard work, which is hosting your eBooks and securely delivering them to your customers. It also handles payments through well-known and trusted payment methods like PayPal. All you need to do is to upload your eBook and start selling. Once your eBook is on the site, you can promote it anywhere, such as in Facebook and Twitter, with a link for your eBook page.

Kobo Writing Life (kobo.com)

Kobo Writing Life is your portal to reaching out millions of eBook readers in more than 170 countries. It's a do-it-yourself eBook publishing hub which makes your eBook available within their main catalog, on any device. Get your book published in 5 easy steps:

1. Describe your eBook with your book details, upload a cover, and create a synopsis of the book.
2. Add your eBook content. If you don't have an ePub file, they will create one from your file.
3. Choose content rights by deciding where you're going to sell your eBook and how you want to protect it.
4. Choose how much your eBook will cost. You can set a single list price or choose a unique price in a number of different currencies.
5. Publish your book.

E-Junkie (e-junkie.com)

E-Junkie can be used to sell digital products or tangible goods. E-Junkie will host your digital files (or you can host them yourself). They provide secure downloads for your customers. It allows us to host our own files on Amazon S3, which reduces the cost of storing the large files of our products.

E-Junkie includes affiliate management, discount codes, autoresponders and more. It's easy to use. Simply add your products and insert the buttons onto your website.

Pricing is a flat monthly fee (no fees per transaction) based on the number of products you are selling and the amount of disk space needed, unless you are hosting the files yourself.

Clickbank (clickbank.com)

Clickbank is a very popular solution for selling e-books and other digital products. Part of their success is based on the huge number of affiliates that they have to promote the products of others who are selling through Clickbank.



FetchApp (fetchapp.com)

FetchApp lets you sell and digitally deliver downloadable products from videos to eBooks, PDF's to software.

DPD (getdpd.com)

DPD (Digital Product Delivery) is similar to E-Junkie. It allows you to create buttons to sell your products and integrate with other systems like PayPal. DPD has an affiliate program, offers discount codes and other features.

Pricing is a flat monthly fee based on the number of products and disk space needed to store those products.

SendOwl (sendowl.com)

SendOwl is similar to DPD and E-Junkie. You can sell your digital book as well as tangible goods and subscriptions. SendOwl has a user-friendly interface with a lot of features like product bundles, mailing list integration, and more.

Pricing is based on the number of products and the amount of disk space needed.

Sellfy (sellify.com)

Sellfy is a simple option for selling digital products. Sellfy lets you distribute your digital creations directly to your audience with a few clicks. It's most interesting feature is the ability for you to offer discounts to customers who share your products via Twitter and Facebook.

Sellfy integrates with PayPal, Stripe, and Paymill to accept payments for your products. There are no monthly fees with Sellfy, just a fee of 5% per transaction.

Selz (selz.com)

Selz is an easy way to sell your products, even if you don't have a website. You can create a free store and product pages. If you have a WordPress website you can use their plugin to sell products from your site. There are tons of other features like mailing list integration, Google Analytics integration, multi-product options, stock management, and more.

Your balance will be paid to your bank or PayPal account.

Selz charges no monthly fee. The cost is just 2% per transaction plus 2.9% + 25 cents payment processing fee.

Payloadz



PayLoadz works with PayPal, Amazon Payments, 2Checkout and others, allowing you to sell your digital products anywhere. PayLoadz lets you create an affiliate program for your products. PayLoadz's Premium account costs \$14.95 per month plus 4.9% and \$0.49 per transaction (or \$0.05 per transaction for transactions less than \$2).

Marketing Tips

Digital book creators often overlook the marketing phase. However, like any other area of a business, marketing is what brings in the customers. Spend time developing a plan to market your products.

Here are several marketing ideas to help you.

- Take advantage existing assets. This means posting articles on your blog, sending emails to your existing customers, and talking about your products in your newsletter.
- If you have a website, you can leverage it to sell your books. Create a landing page to sell your book from. You can also create a book store on your website to sell this new book and any others that may be relevant to your audience or that you've written.
- Include links to your product in forum signatures, email signatures your social media profiles.
- Be a guest blogger. Talk about your experience creating your product. Make sure to include information that is relevant to their blog.
- Socialize. Social sharing is one of the fastest ways to get traffic to your product sales page. Post regularly on social media to get exposure to you and your product. Customers can build trust and relationships with you through your social media page.
- Continue to promote your product even after the launch date. Occasionally add blog posts that mention the product. Suggest it as an up-sell or down-sell in another product.
- Submit a press release to PR sites about your information product. Talk about why you created the product and whom it can benefit.
- Do some paid advertising such as Pay per Click, classified ads in other people's newsletters and websites, and on Facebook. Buy ads on websites you know your target customers visit often. Buy keyword ads from search engines like Google.
- Create a package or bundle if you have more than one product or type of product.
- Offer discounts and special promotions to repeat customers.
- Create an eye-catching, professional cover, logo, and sales page with a buy button your customers can't wait to click.
- Keeping in contact with your list with regular email marketing.
- Run contests and host events related to your niche to increase your eBook sales. Offer anything from a free eBook to a monetary amount for the winner.



- Use teleseminars and webinars to promote your digital book. People are more relaxed, in a good mood and willing to spend.
- Market to moms and other women. Women and moms make many of the buying decisions in households. Take advantage of this by using an angle that targets them. Moms trust other moms for reliable and credible product recommendations.
- Have a limited offer. It could be limited time or a limited number of sales. This creates a sense of urgency and exclusivity to customers.
- Be where your customers are. If the majority of your target market is on Twitter, you need to be there as well. If they are on Facebook, make sure you are seen often on there. In fact, you should be social on as many channels as your market is on.
- YouTube. Use video to sell your book by creating supplementary material to promote it. One step that some people have found to be useful is to create a book trailer, kind of like a commercial or a movie trailer for your book.
- Use Pinterest to draw interest to your book. Pin an image of the book cover. Write a compelling description of the book and include a call to action. Pin tutorials, quotes, and teasers from or about your book topic. A teaser pin can be as simple as a bit of text on top of an image or colorful background with a teaser headline. For example, “How to Take Better Photographs” or “The 5 Things You Should Always Keep in Your Craft Supplies”.
- Offer to give a certain dollar amount or percentage from sales to their favorite charity. This can be for the entire holiday season or for a certain length of time.
- Book Groups. There are a number of groups available online that are specific to authors and readers. Look for relevant groups and join. Start connecting, sharing, and promoting one another’s books online.

You’ve done the hard part by writing your book. Don’t slack off now. Get your book placed on Kindle and other digital book selling platforms. And then have fun promoting your book to your market in a variety of ways.

