Article published on May 3rd 2012 | Management

Introduction

You have written a book you believe to be best suited to an electronic format. Perhaps itâ€™s a shorter book or you may need to get the information to your audience more quickly than a traditional publishing timeline will allow. Regardless of the factors, once you have written, edited and made corrections to your manuscript, the next part of the process is to format the book into a version that e-readers will easily accept. After the formatting has been done, you are able to upload the e-book to the various platforms, where you will publish it for your audience and buyers. Once this has been done, you need to start selling e-books.

After the Writing and FormattingYou need to get the book onto one of several ebook formats, including Mobipocket (MOBI), EPUB, PDF, Palm Doc or PDB Each one of these formats allows publication on several e-readers, such as the Nook, Kindle, PalmOS and Symbian OS, Macintosh, PC/Smartphone and the Sony Reader. As you think about marketing and selling e-books, remember you want to sell to as many different formats and e-readers as possible.

Once you have uploaded your e-book, the next step is to let buyers and your customers know your book is ready for purchase. The most efficient way to do this is via social media.

Social Media

Social media â€“ that is, Twitter, Facebook and Google + enable you to get the word out much more quickly and efficiently to your intended ebook audience. Letâ€™s look at several statistics: In 2010, Facebook signed up its 400 millionth user. About 56 million people have Twitter accounts. As of the time of this article, the number of Google + users was not available.

Looking at the numbers of Facebook and Twitter users tells you that a good number of your buyers and audience are likely to be members of at least one of these social networking sites.

How about LinkedIn? As of May, 2011, this professional social media network had signed up its 100 millionth user. Add up the numbers of each social network: 556 million users of all of these networking sites may potentially view your e-book. Now are you going to get the word out to them? Use word-of-mouth and social media marketing accounts.

Effective and Mindful Marketing

You may have a personal Facebook wall, Twitter account and a professional LinkedIn account. Your LinkedIn account is a natural marketing tool. Keep your personal Facebook and Twitter accounts, which may contain family and other personal details, for personal reasons. Instead of trying to blend your marketing efforts with your personal pages, create new accounts on Twitter and Facebook specifically for publicity and marketing.

1- Use your new sites at least once a day.

2- Reach out to other Facebook and Twitter sites that deal with topics similar to yours.

3- Post comments and tweets on these sites.

4- Re-tweet comments you find interesting.

5- Form a professional connection with others who are networking in topics similar to your e-bookâ€™s topic.

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How to Develop Skills, Selling Tips, Leadership Skills Training, Selling e -books

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