



# A Complete Guide to Promoting and Selling Your Self-Published eBook



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# A Complete Guide to Promoting and Selling Your Self-Published eBook

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## Acknowledgments

I would like to thank the creator of the eBook, for without this newfound format of getting our words across to the literary world and the buying public, we would never have had this opportunity to see how far we could go with a paperless book and to actually make money off of it.

I would also like to thank the traditional publishers for making it so darn hard to get that coveted contract so that we would force ourselves to find an obscure back door which would allow us the freedom to write what we wanted to write and feel what it was like to laugh all the way to the bank in the meantime.

Also, a big thanks to those entrepreneurs who carved a way to sell a product that required no overhead and total profits, and made it easier for those who never thought something like this would happen.

I would also like to thank my personal muse for hanging in there long enough to be able to get the word across that eBooks can sell and sell well, and for keeping me entertained and out of trouble.

And, finally, I would like to thank those readers who buy eBooks and may God bless them every step of the way.

## Foreword

“It does not matter if you sell out to a large (NY) publisher or publish yourself, the author must do the promotion.

It does not matter if you publish a pBook (paper) or an eBook, the book must be promoted.

Promotion methods are not the same for pBooks and eBooks. You can promote your eBook for little or no cost.

*A Complete Guide to Promoting and Selling Your Self-Published eBook for FREE* shows you how to promote your electronic book.”

--Dan Poynter, *The Self-Publishing Manual*

## Introduction

In 2001, I became published for the first time. It was for a children's story that I had written when my kids were young and which had sat around in a box for thirteen years.

I was elated!

The night of its release, my publisher emailed me and said that someone had already bought a copy. I thought, this is easy!

Someone actually wanted to buy something I had created and was willing to pay me money for it! I couldn't wait for more sales if it was going to be this simple!

And then...

Reality hit.

Weeks passed and every night before I retired for the night, I'd check my sales page. Nothing. Nada. Zip.

When I came down from cloud nine, and realized that my boyfriend was the one who had bought that single copy, reality slapped me in the face. Not only would I never see those grandiose royalty checks that danced in my thoughts by day and my dreams at night, I knew my book would never be seen on any bookstore shelf nor would I ever be able to hold my book in my hand or smell its sweet pages.

You see, this was an eBook.

Back in 2001, I didn't know much about promotion and not too much about eBooks for that matter. All I knew was that my children's story, the one I had worked so hard on, was sitting in a file on my computer. And, not selling.

I became disillusioned with the whole eBook thing.

When someone I knew asked me which bookstore they could go to buy my book, I cringed. What could I say? You can't buy it in a bookstore because you have to read it off the computer?

Egads, what was I thinking? No one buys eBooks!

I wasn't proud of my little eBook and I felt it was inferior to its print counterpart. I wanted to go on booksignings just like my other author friends, but had just given up on the idea. After all, how would I even sign an eBook?

I chalked it up to experience and just let the eBook sit. If it sold, it sold, and there was nothing I could do about it either way.

Three years later, I finally had my first print book published.

ROMANCING THE SOUL was published by Zumaya Publications in 2004, a small press who used print-on-demand technology to print their books. While I still found it hard to get my books on the bookshelves because of the POD stigma, I was determined that I wasn't going to let this book sit. I was going to learn how to promote.

I found other ways to sell my print book besides having it placed in a bookstore and learned an enormous amount of knowledge about promoting through trial and error and researching the Internet for the answers.

I put everything I learned into a marketing plan that still continues to work and sell my book.

However, while in the midst of promoting my print book, I toyed with the idea of putting together an eBook as a giveaway to anyone who bought my print book. I had heard that this was a terrific incentive to get people to buy and I wanted to try it out.

I pretty well knew how to put one together after purchasing a few in the past and where I had also purchased a graphics program that could make book covers, I felt confident I could do this.

And, it worked.

Orders trickled in and I knew I was on to something.

After a few sales of my print book using the free ebook giveaway system, someone asked me why I didn't write and publish more eBooks and sell them off my web site? I told them that it was a terrific idea and began to research how to do this successfully so that I could sell eBooks by the thousands instead of just a few per month like I had been doing.

Quite by accident, I discovered a few secrets for not only promoting eBooks, but **SELLING THEM SUCCESSFULLY**.

I decided to put it to the test when my writer's group, [The Writersville Gang](#), and I wrote and published the eBook, [A FUNNY THING HAPPENED ON THE WAY TO GETTING PUBLISHED](#), as a giveaway just for the exposure (another marketing strategy I'll discuss fully in a later chapter).

Through the same process I'm about to show you now, I managed to get our eBook into the number one position in both Google, Yahoo and MSN search engines under my key

search words “FREE E-book for writers” and it’s probably still up there today. In a matter of a little over a week. And without spending a dime!

That’s what this eBook is all about—successfully selling your eBook without any overhead. The only cost to you would be for web site expenses, which you should already have.

Just think about it. All you have to do is write your eBook, give it a stunning cover (I make my own but do provide covers upon request) and use my guerilla marketing strategies that are outlined in this eBook and you will be guaranteed to have eBook sales like you’ve never imagined.

Are you psyched yet? Let’s get started!

*Dorothy Thompson*



## Preface

With the Internet replacing dog as man's best friend, it has opened up a vast amount of information without ever having to leave the comfort of your own home. The trouble is, all this information can be overwhelming and even if you spent hours, days, weeks and even months trying to soak it all in, you'll never find it all in your lifetime.

If you have decided to self-publish your own eBook, the Internet is a wise choice to venture to find ways to sell and promote it, but wouldn't it be nice if that information was condensed into one easy-to-find place?

Not only that, wouldn't it be super terrific if you could find a way to use that information to sell your eBook and it not cost a dime?

This is where *A Complete Guide to Promoting and Selling Your Self-Published eBook* comes in. Every single venue costs nothing to advertise your eBook.

I am about to show you ways to promote your self-published eBook that is guaranteed fool-proof and will absolutely bring in that income you've so been wanting.

There's no need to obtain a middle man when you can do everything a publisher can do and more. Not only that, you'll be keeping all the profits, too! There's no better way to sell an eBook than by doing it yourself. It's a win-win situation.

Yes, you CAN make money with eBooks and, yes, you CAN do everything a publisher can do, but more!

You control everything from the editing to the actual cover to ways YOU want to promote. Not only can you sell your eBook right from your web site, but I'll show you how to get your eBook into online stores, also.

YOU are the publisher and you are the one responsible for everything; yet with this responsibility comes incredible power, and that power is the driving force between you and the success of your eBook.

In this eBook, you will learn:

- ❖ Why self-publishing eBooks is one of the most viable ways of earning added income
- ❖ How you can make more money publishing it yourself than having an e-publisher do it
- ❖ How to optimize your web site for full impact and get a top ten ranking in all the major search engines
- ❖ How to set up an eBook selling page that will have everyone begging to buy
- ❖ How to syndicate your own articles with clickable links that will take you right to the submitting page in most cases
- ❖ How to get FREE exposure on radio talk shows and a list of talk shows that are looking for authors to interview
- ❖ What directories to list your eBook at no cost to you
- ❖ How sending press releases can double your profit including 35 press release companies that will send out your press release for FREE
- ❖ How to give away eBooks to sell eBooks
- ❖ How to develop a guerilla marketing plan geared toward your eBook's subject and how to put it in action for best results

- ❖ A thousand and one ways to sell and promote your eBook
- ❖ And loads, loads more!

With the strategies used in this eBook to show you how to sell your own eBook, you'll discover ways to make profit without spending a dime.

The great thing about it is that I have done all the work for you. I have fleshed out major promotional outlets so you don't have to. It's up to you how much time you can devote to this; but if you want instant sales, my advice would be to do everything I have outlined in this eBook and cutting no corners.

In order to rack up the sales, you've got to pull no punches, put everything else aside and decide for yourself that you will be responsible for your eBook sales and are determined to make this work.

Once you have finished, you can sit back and enjoy the added income. You have done the hard part, now all you have to do is keep your eBook alive and the sales still coming in by keeping the eBook fresh in everyone's mind.

Follow these easy steps that I have outlined for you and soon you'll be making money you'd never thought was possible.

I'm not saying that you will get rich—although there are a few entrepreneurs who will reach that stage—but I guarantee that you will have more in your pocket than you started with, and then some.

Are you ready to make that money now? Let's go!

**This is just a small sampling of what you'll find inside *A Complete Guide to Promoting & Selling Your Self-Published eBook*, the interactive promoting eBook for self-publishing authors.**

**You can purchase the full 120-page PDF version by visiting**

**[www.thewriterslife.net/promoteebook.html](http://www.thewriterslife.net/promoteebook.html).**

**If you would like to learn more about the author, visit [www.thewriterslife.net/editors\\_bio.html](http://www.thewriterslife.net/editors_bio.html).**

**Thank you for reading and I wish you much success!**

*Dorothy Thompson*

**Editor, The Writer's Life**

*"One of Writer's Digest Magazine's 101  
Websites for Writers"*

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