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How to Write, Publish & Sell E-books!

By Angela Adair-Hoy

WritersMarkets.com

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Angela Adair-Hoy was a reporter for TV-10 in The Woodlands, Texas prior to joining the publishing industry as president of Deep South Syndicate. She currently publishes *The Write Markets Report*, a bi-monthly e-mag (\$19.95/year) featuring new and updated markets for freelance writers and journalists, as well as *WritersMarkets.com*, the free marketing e-mag for writers.

Angela's four books include:

How to Publish A Profitable E-mag

How to Write, Publish and Sell E-books

How to Be A Syndicated Newspaper Columnist

1999 Paying Markets for Freelance Writers and Photographers

An order form for these books appears at the end of this book.

Angela resides in Andover, Massachusetts with her husband, Richard (author, speaker, internet marketing expert, and Chief Evangelist at Clickz.com) and their three children, Zach, Ali, and Frank.

Angela often travels around the US speaking to writing groups. If you'd like to purchase Angela for a day, send e-mail to: aadair@writersmarkets.com.

PREFACE

Every month, I make more than \$3,000 selling my e-books through my website and electronic newsletter. You can, too! I currently have three e-books available. Not bad for a new medium of delivery!

Why do people really buy e-books? Don't they want a nice pile of paper on their lap to read? Something to lug to the bathroom? Well, not really. The answer is simple. People buy e-books for instant delivery! When you go shopping for a black skirt or shirt, you want to buy it TODAY. When people go shopping for information, they want it RIGHT NOW. You can make money publishing your own e-books, and you can start making money in only a few days. Let's get started!

Introduction

How to Write, Publish and Sell E-Books will guide you through the complete process, from author to self-publisher to global sales and distribution.

CASE STUDY

More than a year ago, I wrote, formatted and printed my first book, *“How to Be A Syndicated Newspaper Columnist.”* I began selling the book accompanied by a disk of 6,000+ newspaper markets. The book sold very well from day-one at \$14.95 per copy.

To save time and money, I started distributing the database (the newspaper markets) by e-mail and mailing only the book. No one complained. This gave me an idea. I decided to experiment with e-books. I formatted my book to 8.5 x 11 and saved it as an MSWord document. I then offered the book on my website for only \$10.95 with the statement, *24-Hour Delivery!* Orders quickly increased.

Not only was I selling more books, but I was selling more e-books than print books! My profit on each book was tremendous. No printing costs and no postage. The only expense associated with distribution was my time to process the order and e-mail the product...about 5 minutes. I was making \$10.95 for every five minute order I processed! I still sell the occasional print version, but print sales now only account for 10% of total sales of that book. The rest are sales to writers who want to start their syndication careers TODAY and do not want to wait even two or three days for the mailman to deliver my book for them to get started.

The market for e-books is light. The time to step into this business is TODAY. You can quickly build your own electronic publishing company with little effort and time. This book will show you everything you need to know to do just that. I've also included links to free services and software available online to help you market your book quickly and easily. Enjoy!

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