

## ***EBOOK PUBLISHING TIPS***

1. Writing your Ebook is just the beginning. A strong, steady marketing strategy to get the word out is the key.
2. When launching your Ebook, don't skimp on author blog or talk show interviews and appearances. They are vital to success.
3. If you can tell stories your reader can identify with and connect with emotionally, word will get around.
4. When coming up with Ebook ideas, first ask yourself: "Why am I writing this?"
5. Identify what other Ebooks on your topic are missing by reading Amazon and Goodreads reviews
6. Read reviews to identify what other Ebook authors are doing right – then ask yourself: "Can I beat this?"
7. "Fear stops most people from writing, not lack of talent." – Richard Rhodes
8. For maximum Ebook marketing results, you need to make an Ebook marketing plan well in advance.
9. When producing an Ebook, pay equal attention to all three stages: Pre-launch, Launch and Post-Launch.
10. Remember that the "pre-launch" stage in your Ebook marketing is all about anticipation – creating that buzz!
11. Your Ebook needs feeding after birth: Write more blog posts, send out more review copies, keep it alive!
12. Create a Facebook Page specifically for your Ebook. (And be sure to create a "sample chapter" app and tab.)
13. No matter how dry your Ebook topic or how formal the subject, create a strong, unique voice people can hear.
14. Sample chapters are God's way of allowing you to test your Ebook on your target audience.
15. Invest in a professional-quality, custom Ebook cover: This is what tells the reader it's a story she wants to read.
16. Your eCover is the promise: Your book needs to be nothing more than the delivery of that promise.

17. Remember that follow up is also an important element in implementing a successful Ebook launch.
18. eCovers should always keep them wanting to find out more.
19. Create a promo video for your Ebook, but make sure it's not dry. Be creative: Involve at least 4 of your reader's senses!
20. What do you look for in an Ebook? What's the one factor that makes you hit the "buy" button?
21. Do you time your Ebooks for your market's unique internal events, as well as seasonal events?
22. When you sit down to write an Ebook, you're not showing off your knowledge: You're sharing with friends.
23. Send out press releases just before you launch your Ebook – especially to authority bloggers in that niche.
24. To become an Amazon best-seller, you need reviews of your Ebook. And a highly-specific niche.
25. Professional presentation is everything, when producing an Ebook. Outsource your cover and your formatting too.
26. What do you find most hard about Ebook production: The writing, the formatting or the promotion?
27. Different types of Ebook require different formatting. Do yourself a favor: Hire an expert in that specific format type.
28. If writing a specific section of your Ebook feels like pushing a wheelbarrow through deep mud, rewrite or take it out.
29. Paying a professional editor with proven credentials to review your Ebook is like having a diamond cut by a master.
30. Your opening sentence helps sell your Ebook but your closing paragraph is what sells the next one.
31. Two top Ebook social media tips: If your book is non-fiction, promote it on LinkedIn. And pin your cover on Pinterest.