

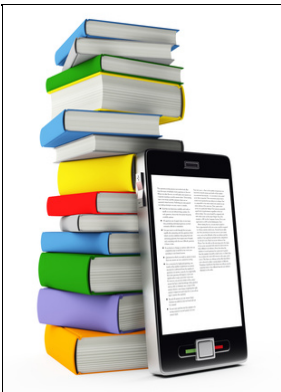
## Four Essentials For eBook Success

By [Yvonne Wu](#), 1 hour, 36 minutes ago in {categories backspace="1"} {category\_name}



{/categories} (Article)

Four things to consider when writing and marketing your eBook



Yvonne Wu gives you four essentials to consider before you write and market your eBook to make it as successful as possible.

Current trends in the world market have opened doors for authors of self-published books, thanks to the use of ebook readers used on smart phones, tablets, ipads, ipods and iphones. During Apple's WWDC 2011 keynote presentation, Apple announced that they had sold more than 25 million ipads in the past 14 months. This gives Ebooks a wide and growing line of distribution. Listed below are four essentials for eBook Success.

Decide what is your ebook's purpose. Are you creating this ebook to create a viral marketing opportunity? If so, you want this ebook to be shared with as many individuals as possible because it has your website and contact information. You may decide to offer this book as a free download or at a bargain price to increase online exposure. Your ebook can be offered as a free download on your site when individuals sign up to your ezine. You may also wish to offer your book at such high traffic places as iTunes ibook store, Amazon, Smashwords, Lulu and eBay. The more places the better. This will increase traffic to your website and result in more exposure to your service offering.

Know your book's message. What is your book about? Determine the core message of your book. There are usually 1 - 3 major points. Once your core message is determined, you can write content that will focus on convincing the reader the importance of your message. Your core message will be used over and over again in your advertising of your book.

Decide who your target audience is. Before you create your eBook put together a marketing plan. Your marketing plan will provide you with an opportunity to consider the strategy you will take to get your book to your target audience. The advantage of putting together your marketing plan before you write your ebook is that you can develop content that meets the needs of your specific audience. Knowing who your competition is will help you position your book so that you can make it special to your readers.

Buy the right computer programs and format your ebook for easy distribution. Some online bookstores will accept your book in doc (Microsoft Word) format or ePub (iWorks) format. Download the [Smashwords Style Guide](#) to help you with formatting your ebook. This guide is particularly handy when publishing your book on Smashwords, Lulu and Kindle.

Yvonne is a certified author and speaker assistant. She works with individuals who wish to share their message with a global market. Yvonne loves to see authors attract more readers, sell books and become a best seller with online promotion and social marketing. Visit <http://theyypublishing.com> to learn practical tips about publishing and promoting your book.

### Related Articles

- ▶ [Membership Site or Password Access?](#)
- ▶ [How book publishing and selling has changed](#)
- ▶ [Writing, Publishing and Promoting Your Book from Outside of the United States](#)
- ▶ [Writing Makes a Comeback](#)
- ▶ [Six Key Benefits of a Membership Site](#)

### Comment form

Emoticons

Please send me an e-mail when new comments arrive

[Submit my Comment](#)

Signature URLs or contact details will be removed as your comment will link to your profile.

