

# Ebooks Are Promotional Powerhouses

Ebooks are part of the new frontier of cyberspace. They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your ebook to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes ebooks so important and so unique. Ebooks have certain abilities and qualities that other mediums do not possess.

For example, ebooks are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.

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Ebooks have a particular kind of permanence that other mediums do not possess. Television shows and radio shows air once, and then may rerun a few times. Ebooks remain on your computer for as long as you choose, and they can be read and reread whenever you choose to. They can even be printed out and stored on the shelves of your traditional home library.

Another wonderful quality is that ebooks have no barriers in terms of publishing. You don't need to go through the endless process of submitting your manuscript over and over again, and then once you land an agent, having the agent submit your manuscript over and over again. Nor do you have to shell out thousands of dollars for printing a self-published book. All ebooks require is a writer and appropriate software. Figure out your market, write your book, post it on your website, and with the right business savvy, your audience will come to you.

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### **How to Use ebooks for Marketing and Promotion**

There are innumerable ways to use ebooks to promote your business and drive quality traffic to your website. Once posted on your site, you can turn them into a daily course, which brings your customer back to read the next chapter. You can use them as a free gift for making a purchase or for filling out a survey. Put your ebook on a disc, and you will have an innovative brochure. Blow your competition away by inserting the disc into your sales packages.

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Use your ebook to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an ebook with this invaluable information. This

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