

eBooks Creation Revealed

The Truth About Making Money with Ebooks

By

Damien Darby & Daniel Stouffer

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Reality Check Please!

It's time you learned about Profit Center Marketing, period.

Because it's rather unprecedented, much of what follows will feel similar to a reality check, but that's ok. When life sends a reality check, well, getting checks is typically a good thing.

One of my most recent reality checks came in the form of a man named Samuel Brannon.

You've probably heard stories of the infamous California gold rush. Faded black and white photographs from the mid 19th century may come to mind, depicting rough and tough folks out in the bush camped backwoods-style up against a small flowing creek holding prospecting pans.

Imagine the fervor, picture the hordes, and feel the rumble as stampedes of golden-eyed travelers come running from everywhere and even across the sea to get their hands on precious metal.

What you might not know is that barely anyone made serious cash. Few returned home with a worthwhile profit for their trouble and hardships. In fact, the one guy that made the most money probably didn't even get his shoes dirty.

All the gold he received was handed to him. He didn't have to go out and mine for anything; he didn't have to beg for anything or ask anyone to show him the way; he conducted himself and marketed his platform so that it all came directly to him.

The men and women out in the wild doing all the work were lucky to break even. Shocking? Well, who the hell made all the money then?

Merchants. They enjoyed an economic boom like never before. The folks selling prospecting supplies, clothes, camping goods etc. were the ones that reaped the lion's share of the rewards.

In other words, store owners selling things to the people trying to get their hands on the shiny blood of the Promised Land. They came to San Francisco like the trickle of an army and spent money on this or

that, and as they found traces of gold here and there, they had to spend it on more supplies and so forth.

In the beginning a handful of lucky gold hunters made substantial profit. Sure, and the ensuing stories of their success that traveled far and wide through newspapers only fueled the façade, or the dream, that so many ended up chasing.

How about the digital ebook revolution? Sorry bookworms, but by 2020, unless something takes down the worldwide web or eradicates Google, every book will be online. I've seen the entire fiasco evolve from beginning to today, and it reminds me so much of the California gold rush.

This ebook is the one I wish I read back in late 2007 and early 2008 when I got into ebooks.

In the beginning, stories of indie authors like Amanda Hocking, Joe Konrath, and John Locke selling millions of ebooks convinced everyday people they could do the same thing.

At least back then you had a shot...now the status quo indie ebook publishing world is a rigged game, an innocent looking shark tank.

Reality Check #1 --

On Amazon, not only is paying for fake positive reviews common, but now, nasty marketing techniques include paying for negative reviews which get posted on the competition.

So, let's say you publish an ebook on fly fishing. If it's really good, chances are someone out there will pay a bunch of people to buy it (for the Verified Purchase tag which makes it look more legit) and then post 1 star scathing reviews.

Back in the early days (and keep in mind we're talking about 2005/07) the majority of folks publishing ebooks were rejected authors from the print world, the countless writers out there who the stingy publishing houses refused to represent. The modern version of ebooks allowed them to bypass the traditional system and self-publish for incredible royalty rates at almost zero cost.

Reality Check #2 --

Unless you're already an established author or expert, you enjoy a flourishing fan base, or you're someone with an in-depth understanding of internet marketing, making money through ebooks alone will be like trying to climb Mt. Everest naked. Publishing them is incredibly simple; seeing worthwhile profit for the trouble is astoundingly complicated.

Samuel Brannan is the name of the shopkeeper who made the most money during the California gold rush. And seriously, at one point he went walking around the streets of San Francisco holding a vial of the stuff shouting "Gold!"

I wonder why...

Reality Check #3

Today things couldn't be more similar. With the systemic economic convulsions shaking the western world, how many people are willing to work for almost nothing, or even pay for the chance to make good money?

There's an online gold rush happening this very second as you read these words, because in America alone there are over 100 million people who've given up looking for "real" jobs in the traditional workforce.

Amazon, who is currently known as the king of the ebook-sphere (they control roughly 50-70% of the overall market), did plenty of the same type of thing. They were cheerleading these seemingly miraculous stories like there was no tomorrow. I saw it with my own eyes. Many other cyber shop keepers joined in as well, just like in old San Francisco, competing with Samuel.

You see, while the mainstream narrative tells you something like this... "Hey, for free you can publish anything and everything and then sell it to a worldwide audience! As easy as 1, 2, 3!"...

It's complete hogwash. Here are just a few examples why:

- In terms of ebook covers, over the last few years prices have substantially inflated. It's hard to compete against the big boys & girls who can afford to spend \$500 a pop on the most talented cover designers in existence. To see what I mean,

check out these guys. www.Damonza.com. They do absolutely stunning work, but the majority of people trying to make money through ebooks simply can't honestly justify spending that much (currently the prices range from \$395-\$720).

- What about polishing? The ebook community expects the same level of polish that we used to find in the print world. Ebooks are supposed to be the digital mirror image of print books. Uh oh, this means unless you have perfect punctuation, grammar, and syntax, you're going to need an editor or proofreader. Try to wing it? Sure, but be prepared for a cyber-bashing session as the ebook is given tons of bad reviews. Established authors have and can afford editors, can you?
- Formatting is also an issue. Do you know how to format for Smashwords? How to turn a doc. file into PDF? How to make subheadings and bullet point lists look good on eReaders?
- Good lord almighty, what do you plan to do to market the thing after somehow managing to navigate through all that successfully on your own, for free?

Once it's actually published, that's when the fun really begins. That's when countless businesses and services come out of the woodwork promising to help you market your ebook and get some downloads flowing in (for a fee).

- How will you market in social media? Hmm, those Facebook ads and promos are suddenly pretty tempting. Or you could buy this or that service which will do all the outbound marketing (spamming) for you.
- Oh boy, you're going to need some press releases; by the way, do you know how to put those together yourself? Yes, there are cheap options, but in cyber-land, you get what you pay for. That \$5 press release might not be very effective...
- Are you a good copywriter? Do you know how to compete against the top 100 in your genre within Amazon when it comes to writing the actual product description, advertisements, sales pages?
- How knowledgeable about internal Amazon or general search engine optimization are you?
- Do you know anything about online empire building, or

constructing a platform around your ebook (brand)?

Here, if you want to see precisely what I'm talking about, check out this quote from a blog post written by Joe Konrath entitled "[How To Sell Ebooks](#)." Published February 8th, 2013.

He begins with...

"I just hit a milestone that is hard for me to grasp. As of January, I've sold over one million ebooks."

Well that's just lovely Joe! Later he casually states...

"My ebook The List has sold over 200,000 copies. In December it was featured in Kobo and earned \$3,000 that month. In the last week, this book has earned me \$2500 on Amazon."

Well then what are we waiting for. Gal'darnit, let's strap on our boots and go sell 200,000 copies. That first million shouldn't be a big deal, right?

Reality Check #4 --

Here's what you probably don't know. That dude paid his dues for years. He was treated pretty badly by the print world, and before he got into ebooks he already had a big fan base and platform after traveling around the country, spending a fortune doing book signings. It's all that hard work people like him had to do to compete with the big names before ebooks became popular.

He's one out of ten million. Are you?

In some respects he's like a modern Samuel Brannan. Except he's not exuberantly pacing through the streets of San Fran with a smile on his face screaming "Gold!" holding up a vial for people to see. No, he's online, and his blog posts like these that make average people think they've got a shot at the same thing.

Please...ok, I'm not trying to be a downer here. It does happen. It IS possible that you could head to them thar'hills and strike it rich.

Sure, you could set up camp, head over to the river to take a piss and suddenly a miraculous glimmer catches your eye. Yeah, and

politicians might someday turn out to be the most honest people of all!

Chapter 1: What Ebooks Are Actually Good For

Bottom line: ebooks are an effective profit center marketing tool.

They're particularly good at building the foundation for a productive sales funnel. I don't care if we're talking Urban Fantasy novellas or information products you're more likely to see a decent return on investment when ebooks are a single component in a larger marketing platform.

Ask yourself this question, and be completely honest:

“Why should someone buy my ebook, when they can download 1,000-10,000 just like it or that are really similar for absolutely nothing?”

Seriously, what's the answer?

I don't know the exact numbers, but I'd venture to guess that there are legions of free ebooks for every one with a price tag attached to it.

However, if you're sitting on an untapped market, some new ground breaking fiction genre, or you've done your homework and are prepared to open up a new info-product niche, then by all means grab your supplies and hit the proverbial hills.

Over the last year and a half I've seen ebooks become a monster marketing tool, one that's used by countless marketing experts online from Jeff Walker and Ryan Deiss, to Brendon Burchard and Brian Clark.

What is Profit Center Marketing?

Essentially it's marketing that builds multiple income streams that end up generating revenue rather than cost. It's the concept of taking traditional marketing programs (which are quickly becoming outdated, archaic to modern web audiences, and almost entirely

useless) that usually cost money and turning them into positive ROI (return on investment).

Each one of the interconnected income streams is a profit center. These are simple ideas, yet extraordinarily powerful. I've watched it perform miracles, and like the fully electric automobile, it's an inevitable evolution of digital marketing. It's happening. The question is, are you currently using it to get to where it is you and your company want to be?

Plausible Fiction Example

Ok, so let's imagine a regular stay at home soccer mom with an underemployed husband who needs to figure out a way to bring in some extra funds. Unfortunately there aren't many "real" jobs to go around in their area.

A friend from across town said she knows someone who knows someone who made some extra cash selling a series of short erotica ebooks under a pseudonym.

It's true. The erotica genre is making substantial moves. There was some bad press in 2012 concerning erotica ebooks that involved some rather disturbing stuff, digital free speech or publishing rights, and Smashwords, and after that it seemed to blow up.

It's not my thing, and it's not our soccer mom's thing, but she's been reading fantasy fiction since early childhood.

- She starts small and builds a brand around a pseudonym or image.
- She does the grunt work and designs a decent looking blog (this can easily take months and many more to get good and effective at blogging if you do it yourself with no outsourcing), connects it to a few social media networks, and then starts to regularly post content.
- She spends months building up any following she can get through inbound marketing.
- She buckles down, writes a series of 5 ebooks (each 25k words long), and then after the couple save enough money she has them all polished by a good editor (easily in the neighborhood of \$800-\$1500 for skilled copyeditors to do the

whole 125,000 words, maybe much more).

- She does her homework and studies the biggest hits or top 20% of her genre across all platforms, from Amazon to B & N. Then, she actually goes a bit into debt to get five flattering ebook covers made with a series-style look.
- All the while she's still posting content on her blog, posting content in social media networks, commenting in forums, etc.

You getting the picture here?

We're talking a serious investment of time and effort to go the lone ranger route. In reality, even if she did everything according to the status-quo ebook marketing handbook, a yearlong campaign and five self-published ebooks later she might be lucky to break even.

But what if she hooked up her blog with some PPC, some affiliate links, or even took the time to create some instructional videos on how to write fantasy fiction?

What if she started offering digital seats to webinars where she showed other soccer moms how to make extra money through ebooks?

She could give that entire series away for free, building an email list a mile long, growing the traffic to her blog, and start selling bigger educational products. That's where her profit center should be in my opinion.

Hmm, what's her husband do? What business are they in? What if she took everything she learned from trying to make it big with a series of fantasy fiction ebook, and applied that to one single informational ebook about her husband's struggling company?

It sounds like they could get a great return on their investments with the help of a profit center marketing expert from Inbound Marketing Service.

A Non-Fiction Example to Digest

Let's say a small group of high-tech savvy college grads get together and design a new software program that makes life easier for residential solar panel installers. They foresee a big market opening

up, and suspect that once out in the open and moving unexpected applications could surface.

Great! They come up with a solid name, design a good logo, and even secure some marketing funds from a medium-sized solar panel manufacturer in exchange for the obvious. While selling their new app, they need to expand the company's brand and bring in leads for new business.

- First they use their expertise to build a really stylish and modern looking website. Then they hire a webmaster that knows the online marketing world to polish it up, optimize the layout, and set-up the infrastructure for an online empire.
- Through freelancing sites they outsource writers and pay a decent price for a few informational ebooks around the subjects of residential solar panel installation, the future of residential solar usage, and how to increase sales of solar panels for other companies/professionals in the industry.
- They outsource for more writers and get their hands on bushels of specialized and SEO web content that can be used on the blog, social media, forums etc.
- They start using ebooks as a way to bring people to the site, increase traffic, and spread awareness of their app.
- As traffic grows through aggressive inbound marketing the sales funnel strengthens, and leads start getting interested.
- Slowly they begin marketing to solar panel installation companies through information marketing products like videos, webinars, blog posts, and free ebooks!

This is all hypothetical of course, but the point is to paint the picture where ebooks are typically free low-level marketing products that are used to up-sell, grow a market, expand an audience, elevate brand awareness, and usher people up and down a sales funnel.

In this case, the group of friends will end up making most of their bread and butter through being paid to market residential solar panel installation, and information products for installation companies (otherwise known as a B2B profit center).

I've watched educational ebooks transform from a fringe topic to an absolutely astounding marketing phenomenon that is only just catching on. The problem is that not enough people understand how to use ebooks. They're still stuck in the hills searching for gold.

They're still stuck in the outbound marketing principle where you go out, dig through the dirt and grime of shady techniques and strategies to try and strike a vein of gold. Forget that!

Chapter 2: The Ins and Outs of Quality Ebooks that Move

Ok, now that you know what you should probably be using ebooks for and you're perceiving them in a sober light, let's investigate what sets effective ebooks apart from ineffective ones that typically lay dead in the water somewhere in the ever growing expanse of the internet.

Outbound is Out

Seriously, don't add all kinds of crap in the beginning. First of all, 99% of potential readers skip right past it and go straight to the point.

Reality Check #5 –

Nearly all ebook retailers let readers view the first 10-20% of the product for free to get a taste. If it's full of "go here," "buy this," or "check out this link," they're going to smell a sales gimmick and bolt before touching the introduction. Put that stuff at the end, or layer it unobtrusively throughout the content.

Successful ebooks get people to the end where they are then interested and engaged enough to actually convert into a potential client, customer, follower, subscriber, Facebook fan, etc. and head on down the sales funnel to bigger idea products or services.

Stop trying to sell people stuff. The best salesmen in the world can walk into a cold room, not spout out a single pitch, behave as though he were at a high school reunion with his old partners in crime, and have business cards shoveled his way as he's nonchalantly walking out the door.

Successful ebooks that produce good conversion rates for any level of a sales funnel draw people in, educate or entertain them, and leave them wanting more with options and direct ways to get it.

Formatting Is Extremely Loud

- Have you ever checked out an ebook preview and been almost blinded by walls of hyperlinked tables of contents?
- I mean what the hell are these people thinking?
- Why do I need to see the heading of every single one of the 30 subtitles?
- Why are the first three pages of the preview nothing but hyperlinks to sections of the ebook I can't typically reach until I buy it?

Even if it's a free ebook, this stuff is a big turn off. Yes, people want to see a table of contents and some internal navigation, but it doesn't need to jar their mind before they get to the first sentence.

Seriously, look at the how this ebook began. Revisit it with new perspective. Simple, straight to the point, and if you checked out a preview you were able to get pretty much the entire gist of what's going on here immediately.

The table of contents is easy on the eyes, and self-explanatory. This is a tight and neat ebook with five chapters about self-publishing and profit center marketing.

- Don't put any pitches or calls to action in the first freaking pages of the ebook. Stop asking people to do things before they've even decided whether or not to listen to what you have to say in the ebook itself.
- Don't include some mega table of contents that takes up pages either. Many people do it, but for the average person they're not only going to skip right past it, but they may even bail immediately because it's an overload of information and usually looks pretty messy.

Regardless of the genre of the ebook, it needs to look good. Here are

the basic steps to take to keep things easy on the eyes and user-friendly.

- Make your chapter titles interesting, because they're one of the first things that eyes will be scanning for interest after the title page.
- If you're even a little unsure, have someone else do it. Contact an expert and have them format your ebooks specifically for the platforms you intend to market on.
- Leave out the bolded words, flashy coloring, and anything else that looks sales-driven. Inbound marketing is about opening the door for someone and then standing there calmly explaining why they should enter, not kicking it open and dragging them through the threshold.
- Fiction and non-fiction look completely different. What distinctly sets them apart other than indentation? Subheadings. If you're writing non-fiction, there should be plenty, and for fiction, you need to shoot for tighter/smaller paragraphs.

Intro + 4 x 4 + Conclusion = Win

(The magic formula is revealed.)

This is for those that go the marketing products route. At the end of the day the majority of people who are really successful with ebooks are writing non-fiction informational stuff.

In this case, a basic formula that seems to work really well is starting with an intro, and then adding 4 chapters with 4 major subsections, and then a conclusion.

Ideal length varies because value is determined by a buyer's perception. A nearby \$20 umbrella becomes a valuable necessity when it suddenly begins to downpour on the first day you're wearing expensive new clothes.

Here's a really rough outline to give you some idea of what the market is doing. Keep in mind these numbers were completely different a year ago, and they'll probably change again in not too

long.

It's the nature of the beast because ebooks, unlike their printed counterparts, are never actually "done." They're always in a state of flux, being revised, changed, altered, embellished etc.

- Series Fiction: 10k-25k
- Novella Fiction: 35-50k
- Novels: 70k+
- Marketing tools: 8-20k
- Ideal up-sells: 5-8K
- Full-size non-fiction: 70k+

For people looking to capitalize on the marketing tools, just think of it like this and attack it systematically.

- 1k Intro
- 4 x 2k Chapters
- 1K Conclusion
- 500 word CTA at the end.

Rich & Compelling or Complete Loser

Go look for yourself. Check out some of the most popular ebooks in the B2B marketing world, and you'll see they all have something in common - good writing. Not just high-quality though, as in polished. While that's important, it means nothing unless the actual content is good enough to bring people along.

Whether it's fiction or non-fiction doesn't matter. Obviously, to really move, the content must fit the bill. What if you don't know how to do this?

Well, you're going to either have to hire a ghostwriter who can take your writing and turn it into something that has a chance of moving, or outsource the non-fiction stuff to good freelance writers.

Tell-tale signs of Good Writing

- If a paragraph takes almost an entire page on an ereader, you're sunk. Good ebook writers know this, and they

understand what things end up looking like. Short, snappy, paragraphs.

- The key to writing sentences for a web or internet-based audience is twofold: 1) Sentences need to move, and quickly. In other words, speak with an active voice/active tone. Even when referring to the past, things should have presently active words. 2) Sentences flow with vigor when you pay special attention to their beginning and ending, not only what's in the middle.
- Personality. In reality what makes or breaks writing once the basics of proofreading are covered is personality. Don't write like a machine, and don't write expressly for machines (search engines/web crawlers etc.) either. One tip here is to use more punctuation marks than commas, apostrophes, and periods!
- Most excellent copywriting starts with a story. Nothing, absolutely nothing, is more effective at grabbing and keeping attention than an engaging story/parable/metaphor. The trick is to make it long enough to be fulfilling and get the point across, but short enough to easily transition to the point. I used the California gold rush and Samuel Brannan.
- Productive profit center marketing copy is solution-centered. The majority of people reading every single word only care about one thing: "What's in it for me?" They will gravitate to the most effective voice speaking from this context. Nothing is better at that than educating and informing people.

I can't explain to you how to be a good web content writer. I could list a thousand tips straight from the lips of the professionals themselves, and I know a few, but in reality that would only confuse you.

Point blank most people don't have either the time to learn how, or the talent, to write, edit, format, and then use ebooks as an inbound marketing tool. It would be far more beneficial to these folks to outsource to an expert team that knows how to generate leads and usher potential customers from the top to the bottom of a sales funnel where "big idea" products are located.

I'll say this more than once. Use a mind-map approach and visually construct your sales ladder, or funnel, if you have one. Now realize that ebooks can be incredibly effective at enhancing and elevating each one.

The Farmer Example

Let's say you're the marketing director of a small company that's trying to be competitive in the alternative energy industry. You guys want to build small to medium-sized wind farms for farmers in America. You can build them, get them running, and then maintain them. That way the farmers can reap the benefits without having to do much of anything.

Ok, it's a solid idea and there's definitely potential there, but how do you use profit center marketing techniques to turn marketing from an expense into an income stream? How do you get out there, create some buzz, gather some steam, and attract business to yourself rather than having to exhaust precious capital on trying to go out and get it?

In terms of an ebook, why not go out and interview experts all up and down the solar industry? Go and gather some authoritative content straight from industry leaders. Use the "Intro + 4 x 4 + conclusion" outline, make it short, snappy, to the point, and absolutely stuffed with personably and informative content and educated people.

Tapping into Expertise

Here's another thing that ebooks out there that are bringing their authors the most success have in common: they include contributions from experts in their respective field.

A credible voice, one might say, in the marketplace that has either published, trained, or has expert level knowledge of the topics at hand should be weaved through any worthwhile ebook.

Sound difficult or complicated? I assure you it is much easier than most people would assume. Why? Well because most experts will jump at the opportunity to demonstrate their genius, and be accredited in an ebook.

First you figure out who they are, and who could benefit from being a part of the project, then approach.

“Hi Mr. or Mrs. Expert, I’m writing an ebook about X and you’re obviously an expert. How would you like to do a short interview with me, and in return you’ll get your name in my ebooks and some exposure for X?”

Reciprocate to that person because they’re likely after some publicity. Maybe you offer a half page bio, or a bit/plug at the end of the ebook? There are many ways to get folks involved and interested.

You’ll find that most are going to go for it if you can work around their schedule. For those of you who are looking to use ebooks as a way to improve your own company, well, then you’ve got all kinds of people who know all kinds of stuff all around you!

Like I’ve done in some of my writing instruction classes and personal exercises, I go the extra mile and engage professional (or struggling and educated) journalists. I look for someone who’s trained in how to identify a story and pull it out of people/situations.

I’d work with them and we look over my outline, then break it down and come up with 10-15 core questions to ask potential experts. Over the course of a casual interview I touch on them all, taking notes on any good little stories, unique perspectives, philosophies, tips etc.

No excuses now, because you can hop on either LinkedIn.com or “Help A Reporter Out” if you’re having trouble finding people nearby and in the flesh.

Again, for business folks, there are already more than enough “experts” in your building to write a library of ebooks. If it’s a small company, fine, that makes sourcing and extracting credible voices much easier.

You shouldn’t be trying to hard sell anyone, or actually sell anyone anything other than education. Use the ebook as a means to educate, educate, educate!

Be solution-based. Show farmers how it will benefit them. Show them how much money they can save by depending on maybe only just one single wind stack on their land.

How much smaller will their carbon footprint be? Show them how with every wind stack they free themselves from the corporate web of control.

Get it polished, and then give it away for free to as many people interested in wind power, including other companies, as possible. Take some of the traditional business to consumer marketing tactics, and apply them to the business to business world.

- Take each chapter and turn it into an information video.
- Take the outline and create a webinar.
- Create a free informational DVD series.

And on and on...

From this one ebook you put together for farmers out in the heart land, conjure up a long list of marketing products that apply to every single step along your sales funnel. From the most basic marketing product like a free ebook, to the top-end product, like perhaps selling a hundred wind stacks to a big agribusiness corporation.

Right? So in essence this ebook along with all the other interconnected inbound marketing products (blog, social media, webinar, DVD series, speaking engagements etc.), are individual profit centers.

Chapter 3: The Devilish Details of Self-Publishing

Right, so you've got a well-written and formatted ebook with a great looking cover and you've covered all those bases. This thing is polished, the writing is top notch, and you're ready to get the show on the road.

Hold on, there are a fair amount of small details that too many people never learn about, and so they're finished before they begin. Here are a few examples just too wet your lips.

Search Engine Optimization

Most marketers know what this is. It's actually so common many lay people, or those who have nothing really to do with online marketing probably have heard of SEO.

It's spreading though. Now social media sites have SEO algorithms as well, and so do each of the major ebook distributors.

Reality Check #6 –

Effective ebook promotion online used to be marketing to search engines first and human beings second. That paradigm is flipping fast. It's a safer bet to optimize your promotional material for humans and then algorithms.

Are you aware of how SEO applies to ebooks?

Your title should be keyword optimized.

Yep, it's time to get crafty. Look again at the title of this ebook:

eBooks Creation Revealed

The Truth About Making Money with Ebooks

If you were a search engine, what would you think this ebook is about? Like it or not, Google runs the show. They are the lords of the internet. They are the most popular avenue by a huge margin that gets people from point A to point B on the internet.

Now, given those keywords in the title, how many single or sets of search terms could this ebook turn up under? Your title is more than it seems, it's your SEO gateway into an audience.

Your subtitles/subchapter headings should also be keyword optimized, and if formatted correctly using headings 1, 2 and 3, both general and internal ebook distributor search engines will see this and gather the value of your ebook based on their algorithm parameters.

Furthermore, there needs to be lots of well worded and pertinent subtitles to make it easier for readers to scan through the content. So you've got short snappy sentences (with mixed-in compound and occasional run-on sentences for variety), tight paragraphs, lots of

bullet lists, and subtitles.

The keywords or tags you choose for the ebook on platforms are absolutely critical, yet unpredictable.

It's hard to know where Amazon will stick you. But, if your ebook is a free profit center marketing tool, then search engines like Google will scan through it and track the keywords attached to backlinks and so on.

I'm sorry but guess work simply isn't going to cut it. What if the marketing director in our farmer example just chose words off the top of his head like:

- windmill
- farm wind power
- alternative energy
- his company name

Umm, are people searching for those? Who the hell knows, right? To be successful, unless you know how to do this yourself or have the time to do the research and figure it out, you need to hire a professional that has the tools to find out which keywords are best suited for your needs and goals, in accordance with things like competition and search volume.

- Everything this ebook is attached to, whether it's a blog, company website, webinar series, social media pages from Flickr to Facebook, should also be keyword optimized along the same lines.

The goal is to tell search engine algorithms that you are an authority in these keywords, and around these key concepts. You are the solution to their customer's problem. If there is too much competition, it's going to be an uphill battle.

That's why I particularly focus my professional energies on helping companies that are in the high-tech and alternative or solar energies markets. These are niches with a tremendous future and potential. Truth be told...Inside I'm a big tree hugging hippie!

- SEO increases the traffic from all of your marketing portals,

including the ebook, to the sales funnel or big picture marketing structure.

- SEO increases traffic to ebooks increases their conversion rates, you know, the likelihood someone will follow your CTA at the end to the desired location and then actually spend money on something.
- SEO increases placement of your ebook, whether free or for sale on Amazon, with every search engine that exists simultaneously.
- SEO increases your overall discoverability!

What about Google's ebook store?

What about optimizing an ebook to appeal to people that typically read them on their smartphones? Mobile-based ebook reading is becoming the new norm, and slowly phasing out “ereaders.”

In a blog post by DC Denison from 2010 named, “Getting Google to notice your ebook: 3 book seo tips and why metadata and book covers matter to Google.” Matthew Gray, a lead software engineer involved with Google Books Search Quality was quoted saying,

“Our goal is making the entire world’s information universally accessible and useful, and we believe that a lot of the world’s information is in books. So, it’s important to us to make that information available. If you need to know something about a disease, or a travel destination, there’s a good chance the best information is in a book.

Whoa. What was that last thing the lead software engineer involved with Google Books Search Quality just said?

There’s a good chance the best information is in a book (ebook).

Wait, Metadata?

Traditional Google ebook marketing centered around SEO and backlinks, or in other words links that lead back to your ebook. But who links to information located within an ebook?

What are some examples of the metadata that Google likely uses to establish the value of your ebook?

- Blog posts written under the same name as the author.
- Titles, subtitles, subheadings...we already went over this - optimize it!
- Any reviews or synopses online that link to a webpage containing the ebook.
- Any biographical data, for example the “about us” page on your company’s website.

Mind Your Market Signals

If I’ve done my job correctly, and educated you properly, you understand that free ebooks, used as profit center marketing tools, move faster and create income streams that actually have positive ROIs.

They travel faster! And this means they have a much better chance of generating useful market signals that search engines adore. These include:

- How often the author’s or company’s name has been reprinted, posted, and blogged about online.
- How many different web searches it shows up in through organic backlinks.
- The amount of downloads.
- The amount of web pages it’s on, or how many people are somehow connected to it.

There are like 100 different signals that Google alone watched, and the more of these that not only the ebook itself triggers, but things intimately connected to the ebook as well, the better.

What happens when someone searching for something sees access to a free ebook that they can download without a problem, from a reputable source? Conversions!

A Note on Ebook Covers

Flat out, these are a much bigger deal than they need to be, at least visually. On a deeper level they are stuffed with metadata. Google for example, or at least Google algorithms and web spiders place a pretty big emphasis on ebook covers.

In the interview with Matthew Gray he also said this, “A book cover is actually very rich in metadata. People associate a cover style with a particular author, or a particular series, and they respond to that. They recognize the cover and say, ‘that’s what I’m looking for’. (niche)”

According to Google, people do in fact judge ebooks by their covers to some degree, and this becomes a stumbling block for many.

These days more and more options are surfacing that cater to people that would like to self-publish ebooks, but don’t know how to get their hands on a good cover. Vook.com is one option, but in most cases what you’re doing is outsourcing.

Try to outsource to a human being rather than some streamlined software that creates something for you. It’s hard to get the personality factor from automated artwork.

Chapter 4: How to be a Niche-Sculptor or Creator

SEO can be a completely safe and hidden form of blatant self-promotion. However, it’s tricky business. Search engines are cracking down harder and harder, making it almost impossible to cheat the system. The only sure-fire way to get to where you need to be is to sculpt a niche or capitalize on one that still has some wiggle room.

I personally know a guy who went from basically living on the streets to the good life by self-publishing a slew of really crappy ebooks.

Wait a second now, hear me out. The covers were crappy, the writing was totally unpolished for most of them, and he didn’t do a

thing in terms of marketing, SEO, or any of that.

How did he end up making so much money? Again, he didn't make much from the ebooks themselves, but instead made a fabulous living teaching other people how to self-publish, or wrote them for others.

Huh? It's simple. All he had to do was say, "Google me" and when potential clients did they saw that he had like 20 ebooks on Amazon and immediately (without reading them, or looking at the bad reviews and formatting) considered him an authority.

- Author = Authority

Ironically, while his own ebooks did pretty much nothing but maybe earn him (collectively, all 20 of them) maybe \$30 a month, his client's ebooks did better because he learned all the tips & tricks along the way.

Reality Check #7 –

Most often we become experts by teaching people the things we desire to know.

By using his ebooks as profit center marketing products he ended up making \$50,000 a year plus once ebooks led him to becoming a web-based copyeditor.

How well could you do with ebooks if you use them the right way, market them correctly, and they're actually well-written and polished? What if a company with the means hired profit center marketing experts who could design tons of marketing products around including ebooks?

Get it?

He makes very little direct money through his ebooks, but, indirectly, he makes the average income in America despite a full-on economic collapse! He created a business for himself by using ebooks to establish himself as an authority on something, in his case, writing, formatting, and publishing ebooks.

That was his niche, and he was fortunate enough to enter into the

market at the right time.

For others, there is no perfect time so they have to create a new niche. And, niches are like the universe, eternally expanding.

Is there a niche for wind power companies to market to small to medium sized farmers across America/the world?

Whatever you do, do not even consider using an ebook for any purpose (this includes fiction) until you know exactly who or what your niche is.

My niche is profit center marketing. I make a handsome living by showing and educating people. I solve problems. I'm service-orientated, not spearheading revenue busting sales/advertising campaigns. Companies hire me to educate other people, and through that alone, bring into their sales funnels tremendous amounts of traffic.

Through applying my principles I've helped a completely unknown site or company go from less than 100 visitors (with a second or two bounce rate) to 15,000+ a month. I know this stuff works, and one of my biggest tools for accomplishing that feat was instructional or educational ebooks just like this one!

Chapter 5: Educate Yourself & Others into Prosperity

To recap, here's what we've covered together, you and I:

- The reality checks concerning self-publishing ebooks.
- I've thoroughly explained why ebooks are going to produce the best results (in terms of marketing and generating revenue) when they're educational/information products.
- I've explained the concept of profit center marketing: a multi-faceted marketing scheme that includes lots of juicy web content (videos, blogs, ebooks, webinars, DVDs, guest blogs, ezine articles, press releases, social media, etc.) that all serve as profit centers rather than traditional marketing

expenditures. Together they create a fully functional and interconnected sales funnel for the modern online audience.

- I've provided you with lots of incredible ebook publishing tips that I myself would have given my left pinky toe for a few years ago.
- We touched on ebook covers, SEO, and tapping into experts to increase credibility.
- You should understand now that ebooks are fundamentally this: authorship=authority.
- You should have some grasp on what good ebook content looks, sounds, and feels like.
- The core rock bottom key to success in terms of inbound marketing and making money online is through educating people up and down a sales funnel. Education is in other words the ultimate weapon of choice for all serious and professional modern marketers.

So, what do you think?

Listen, here's the deal, you should be excited about how effective ebooks can be for you and/or your company.

I'd like to now, at the end of the ebook (just like we discussed) make you an offer. Since you're interested in ebooks, building your brand, enlarging your audience, generating good conversation rates, enjoying inbound leads & traffic, do yourself a favor and Google me.

Yep, Goog'meh!

In case you forgot, my name's Daniel Stouffer, my co-author's name is Damien Darby, and our editor in chief is Jason Meszaros. We three amigos are all published authors and accomplished "content creators".

And, while you're at it go ahead and Google Inuklook Interactive. That's my company. After bringing tons of success to other people, companies, non-profits, and being paid handsomely, I leveraged my

time and money to create a business team around profit center marketing.

Just say the word and either myself or my team will construct a plethora of information marketing products, including ebooks, for you.

Or, we'll come on out and train your staff in a group setting. We'll train your marketing team and show them step by step how to build and maintain a blooming, thriving, and expanding online empire around your product/service.

- Keep in mind we have the luxury of being able to cherry pick which companies we think our services can benefit most. We don't take every project opportunity that comes our way.

Our ideal customers, if you didn't pick this up already by my examples and stuff, are high-tech and alternative/green energy companies that have a fabulous product/service, and the beginnings of a platform, but need help putting things together to grow an empire.

Though that's not to say we don't enjoy teaching everyone. Even if you aren't directly connected to these industries, it wouldn't hurt and you have nothing to lose by reaching out.

- We can swoop in and increase the value of your social media efforts within the blink of an eye.
- We can come to the rescue and help your internal teams identify your core audience and get to know them on an almost intimate basis. Who are they? What are their pertinent problems? How can you best communicate your solutions?
- If you're interested in outsourcing copywriters (or in other words the future of 21st century business) but don't know where to begin, we can be your one-stop-shop straight to high quality text-based web content/ebooks. Trust me, it's better than dealing with sea of freelancers out there.
- We can identify experts, source, and interview them for you.
- We're experts in the areas on training. It would be our honor

and privilege to train you on how to turn a decaying or non-existent sales funnel into a monstrous profit-engine beast.

Don't make the mistake the same mistake that I and countless others have and/or are making when it comes to self-publishing ebooks.

Save yourself tons of valuable time, effort, and headaches by employing the help of people that have already learned all the heavy stuff.

For the business folks out there, what this means is that you don't have to worry about it. Instead, you can focus your efforts on growing your company in ways that better suit your skill-sets and expertise.

The team at Inuklook Interactive, or myself can be contacted through the website, or directly by email. Don't think about it, just take the leap and send us a message.

If you enjoyed this ebook and found it useful, I've got plenty of others just like it that all revolve around aspects of profit center marketing including:

- Publishing Your way to Trust & Authority
- Amazon eBook Publishing Exposed
- Duct Tape, Bubble Gum, & Shoe Strings
- When It's GOOD Thing to Be Called Stupid!
- Taming Your Inbound Content Monster

About Inbound Marketing Service

Inbound Marketing Service's mission is to serve companies by helping to effectively plan, execute, and source their entire marketing programs.

We help entrepreneurs, non-profits, and technology companies architect their marketing departments into "profit centers" by developing information products and training that generate multiple revenue streams well above their development costs. We organize a team that works consistently to increase returns on your marketing investment.

There are too many different marketing tasks involved that can bog business folks down such as copywriting, website design, social media, blogging, and marketing campaigns in general. We employ a network of marketing professions to take on the responsibility of doing this all for you.

Inbound Marketing Fast & Easy with Cost Savings Too

Inbound Marketing Service is an organization geared towards helping you achieve your marketing goals without sacrificing what makes your company great. We believe your time is too valuable to be spent grasping at straws in the vast online marketing world.

By outsourcing with us, that's tons of fat shaved off your dinner plate, meaning you have more time to devote to growing your company in other ways.

A Short Summary of Our Value:

- Boosting your RIO by generating qualified leads and optimizing sales conversion rates
- Using cost effective strategies to transform marketing plans into new revenue streams
- Building teams of experts that help you reach your objectives consistently

Why Inbound Marketing Service?

Our team is comprised of specialists with decades of experience in all of the different facets of marketing. We'll help your company reach more customers and build stronger connections than ever before.

Our creative and multi-disciplinary marketing services will ensure you attract sales-ready leads. Our Profit Center Marketing strategies will move your organization beyond the level of simple ROI for your marketing programs.

We will develop an entire system that transforms your marketing into multiple revenue streams on top of delivering all of the leads you can handle for your higher end products or services.

Schedule Your [FREE 30 Minute Consultation](#) To Discuss Your Immediate Inbound Marketing Challenges & Opportunities.