

Creating and Formatting e-Books

Handout #11

E-book Marketing

Marketing is the writer's job, whether published independently, through a service, or as part of a traditional publishing agreement. In general, marketing an e-book is the same as marketing a print book. Here are some ideas to explore.

Through your website

- Sell directly with a shopping cart
- Offer a free chapter
- Use a blog to bring in readers
- Offer a free newsletter to bring people to your website
[Free e-newsletter services](#)

Social media

- Popular sites: Facebook, Twitter, and Pinterest
- Auto-posting: [Hootsuite](#), [Buffer](#)

Using the Crowd

- Resources for beta readers
[Goodreads beta reader group](#)
[“What Are Beta Readers? And Do You Need Them?”](#) by Chuck Sambuchino
- Use surveys on social media to engage the audience before release.
- Blog portions of the book and ask for comments.
- Crowd funding campaign to fund the project and build a “tribe.”
[“Kickstart this book! What I learned about crowdsourced publishing”](#)
[“Kickstart Your Book: A Writer’s Guide to Crowd-Source Funding”](#)

Crowd funding websites

[Indiegogo](#)
[Kickstarter](#)

Pre-release Campaign

Set a time period before the release date of an e-book, offer it at a reduced price to those who pre-order.

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In person

Don't neglect some of the standard marketing methods.

Book signings
Public speaking
School reading events
Library reading time

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