

# 55 E-book Marketing Opportunities

by Monique Harris

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# INTRODUCTION

What does it take to make money from your e-book? 5% inspiration, and 95% perspiration. (The perspiration comes from marketing, marketing, and whew... more marketing.)

No matter how well written your e-book is, if you don't get out there and let potential readers know about it, it might as well still be sitting in your desk drawer collecting dust. Promoting your e-book is by far THE most important task in the entire sales process. Don't let anybody fool you into thinking that it's no big deal.

So whether you're self-publishing, or you're under the umbrella of a publishing company, be prepared to put in some legwork marketing your e-book.

**“Hopefully I can make your job a little easier.”**

This manual is filled with dozens of places where you can promote your e-book online. I've included most of the relevant information you'll need to utilize each resource. All you have to do is start submitting.

If you like what you see here, then you'll LOVE my twice-weekly Webzine *Digital Publishing & Promotion*. Every Monday and Thursday you'll get brand new resources to help you market your print and e-books online.

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Good Luck!

*Monique Harris*

## Directories Where You Can Feature Your E-books

### The **BizInfoCenter Free Ebook Directory**

<http://www.bizinfocenter.com/free-ebook-directory/> features titles in the following categories: Business | Advertising | Email Marketing | Ezine Publishing | Marketing | Writing and Publishing | Auction Ebooks.

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### The Extreme Promotions **Author Directory**

<http://authors.hypermart.net/directory.html> is a new site where authors and publishers in the following genres can list their works: Animals | Arts and Humanities | Astrology | Audio | Automotive | Biography | Business | Careers and Employment | Children's | Computers | Conspiracy | Construction | Cookbooks | Directories | Education | Entertainment | Fiction | Gay/Lesbian | Government | Health | How To | Internet | Journalism | Languages | Law | Mystery | Nature | Paranormal Phenomenon | Personal Care | Politics | Real Estate | Recreation and Sports | Reference | Romance | Science | Science Fiction, Fantasy, and Horror |

Self Help | Sex | Social Science | Society and Culture | Technology | Travel.

There is no cost to get listed. And the submission form is located at <http://authors.hypermart.net/services.html>.

**eBook Connections** features chapter-long excerpts from fiction and non-fiction e-books at [http://www.ebookconnections.com/excerpts/e\\_home.htm](http://www.ebookconnections.com/excerpts/e_home.htm). To get your excerpt listed, e-mail it to [content@eBookConnections.com](mailto:content@eBookConnections.com).

**WebStars2000** has a directory of free and fee-based e-books at <http://www.webstars2000.com/index.html>. To get your title listed, e-mail a description of it to [istars@earthlink.net](mailto:istars@earthlink.net).

**The Ultimate Netpreneur's Web Site** <http://www.pronetpreneur.com/freesoftware.html> features a selection of free e-commerce and marketing-related e-books. To get your title listed, e-mail a description to [sales@pronetpreneur.com](mailto:sales@pronetpreneur.com).

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## E-bookstores

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If you're interested in having your book featured here, go to <http://www.ebookmall.com/publishing/>. There is no cost to submit your title.

**Electric eBook Publishing** <http://www.electricebookpublishing.com/> is the latest e-book publishing house to join the crowd. This Canadian storefront features titles in the following categories: Action | Adventure | Children's | Humor | Mainstream | Mystery | Romance | Sci-Fi | Autobiography | How-to | Sports | Poetry | Short Stories.

They're particularly looking for titles with the following features--

- Canadian writers with Canadian themes
- Previously unpublished authors
- Modern stories that are universal in theme
- Internet themes

Submission guidelines can be found at <http://www.electricebookpublishing.com/SubmissionGuidelines.html>.

**Cyberread** <http://www.cyberread.com/index.asp> has recently re-launched with a new look, and 500+ new titles. They carry both free and fee-based e-books in the following categories: Action/Adventure | Arts and Music | Biographies & Memoirs | Children's Books | Classics | Commentary | Computers & Internet | Cooking, Food, and Wine | Entertainment | Erotica | Fantasy | Fiction | Finance & Business | History | Horror | How-To | Home and Garden | Humor | International | Literature and Fiction | Mystery and Thrillers | Non Fiction | Not for Kids | Philosophy | Physical and Mental Health | Poetry | Political Science | Professional & Technical | Reference | Religion | Romance | Science and Nature | Science Fiction | Sports and Outdoors | Travel | Young Adult | Spanish eBooks.

Authors who want their titles featured here should go to <http://www.cyberread.com/authors/author.htm>. And publishers should go to <http://www.cyberread.com/publishers/publishers.htm>.

## Get 100% Royalties From These 2 E-bookstores

**eBook-case** <http://www.ebook-case.com/> is an e-bookstore that offers titles in the following categories: Academic | Alternative Medicine | Animals - Pets | Architecture | Art | Biography | Business | Children's Books | Christian Books | Computers | Cook Books | Diet - Weight Loss | Engineering | Entertainment | Fiction & Literature | FREE – Classics | Health | History | Home & Garden | Horror & Suspense | Humor | Law | Medical Books | Mind, Body & Spirit | Motivation | Mystery | Nonfiction | Parenting & Family | Personal Finance | Photography | Physical Fitness | Poetry | Positive Mental Attitude | Professional & Technical | Psychology | Reference | Religion | Romance | Science & Nature | Science Fiction & Fantasy | Self Improvement | Small Business & Entrepreneurs | Sports & Adventure | Teens | Thrillers & Espionage | Travel | True Crime | Weddings | Women's Books | Writer's Tools and Aids.

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Send your info to: [editor@ebooksearchengine.com](mailto:editor@ebooksearchengine.com), with the words eBook News in the subject line.

Designed for informational purposes only, the **e-Release List** announces new ebook releases for the coming month. All e-authors and e-publishers are encouraged to participate simply by sending in their new release information by the 25th of each month to [justviews@webcombo.net](mailto:justviews@webcombo.net). (EXAMPLE- an August release needs to be sent in no later than July 25).

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## New Registry Service For E-books

The **International eBook Registry** <http://www.eBookRegistry.com>. The eBook Registry is a vendor-neutral site where authors and developers of digital documents can register their works. Registration can serve as both documentation of the creation of a work product and can concurrently function as a marketing and business development tool.

Authors can obtain a personal electronic portfolio called an eFolio, which makes it easy and convenient for the public and industry professionals to contact an author. The eBookRegistry.com offers free home pages, chat rooms and various other services for ebook writers and creators of other types of digital documents.

## The First Electronic Book Club

### Inscriptions Electronic Book Club

<http://www.inscriptionsmagazine.com/>, reviews a new e-book every month. Throughout the month, that e-book is discussed on the mailing list. E-book suggestions are always welcome. Send them to editor Pamela Wilfinger, [Editor@inscriptionsmagazine.com](mailto:Editor@inscriptionsmagazine.com).

## New Directory For Electronic Literature

The **Electronic Literature Directory** <http://directory.eliterature.org/> is a unique resource for readers and writers of digital texts. It provides an extensive database of listings for electronic works, their authors, and their publishers. The descriptive entries cover poetry, fiction, drama, and nonfiction that makes significant use of electronic techniques or enhancements.

If you'd like to get your title listed, submission directions can be located at <http://directory.eliterature.org/html/dirinfo.html#Editorial>.

## E-book Discussion Lists

**PDA-ebook** <http://www.egroups.com/group/pda-ebook> is for users, publishers and content providers of electronic books that can be viewed on all handheld/PDA devices. This list covers commercial and freely distributed eBooks and other eBook related topics. If you publish e-books for handheld devices, this list is for you.

## Web Forum For E-book Authors, Publishers and Marketers

As far as I'm concerned you can never get too much advice when it comes to growing your e-book sales. And that's why I recommend you check out the new **EBookFriends.com** Web site <http://www.ebookfriends.com/>.

There are several topical discussions here including ones on e-book compilers, e-book marketing, writing and publishing. There's even a section where you can freely advertise your e-book. From what I've seen there's some pretty good stuff going on here.

## <**BRIEF ANNOUNCEMENT...**>

If you're enjoying this e-book, then you'll definitely want to subscribe to my twice-weekly e-zine *Digital Publishing & Promotion*.

Every Monday and Thursday you'll receive new resources – (*just like the ones in this e-book*) – to help you better create and promote your books.

To subscribe send an e-mail to [digipub-request@go.listdelivery.com](mailto:digipub-request@go.listdelivery.com), with the word **subscribe** in the message body.

If you have any questions, e-mail me - [mo@sellyourbrainfood.com](mailto:mo@sellyourbrainfood.com).

## Webzine Looking For Excerpts From Fiction Books

**Linnaean Street** <http://www.linnaeanstreet.com/> is looking for excerpts from fiction novels. But before you submit, check out their submission guidelines:

Our goal is to publish the highest quality literary magazine on the Web, with each issue containing a mix of new and widely published authors. Our literary taste might best be summed up by the following quotation from Nietzsche: *"Compact, severe, with as much substance as possible . . . [A] mosaic of words in which every word -- as sound, as locus, as concept -- pours forth its power to left and right over the whole; [a] minimum of the range and number of signs which achieves a maximum of energy of these signs . . ."*  
(trans. by R. J. Hollingdale)

Query before submitting.

Then, send us your most original, vital and impassioned work.

We reply to queries (and submissions) within two weeks. Send to:  
Linnaean Street, [wilsonbrosa@mediaone.net](mailto:wilsonbrosa@mediaone.net).

## E-books Reviewed Here...

The **Midwest Book Review** Web site, has a section called 'Internet Bookwatch,' <http://www.execpc.com/~mbr/bookwatch/ibw/>, which is updated on a monthly basis. They do review all types of e-books here.

How do you submit your title? Send finished copies - (that are available to the reading public) - to:

Midwest Book Review  
James A. Cox, Editor-in-Chief  
278 Orchard Drive  
Oregon, WI 53575

You can also include a press release, media kit and catalog of your previous titles. E-mail press releases can be sent to either [mbr@execpc.com](mailto:mbr@execpc.com) or [mwbookrevw@aol.com](mailto:mwbookrevw@aol.com).

Starting in January 2000, **Foreword Magazine** <http://forewordmagazine.com/> began reviewing e-books. (This is both a print and electronic publication.) For submission guidelines, send an e-mail to Alex Moore, Review Editor, [reviews@forewordmagazine.com](mailto:reviews@forewordmagazine.com).

**Just Views** <http://justviews.virtualave.net/> features reviews of both hardcopy publications, as well as e-books. To have your title reviewed, send an e-mail to [ramsvie@northrim.net](mailto:ramsvie@northrim.net), with a complete description, so you can be matched with the best reviewer. Once you receive the name and address of the appropriate reviewer, you'll send - (by either snail-mail or e-mail) - a copy of your book. They also feature interviews of authors on the site.

## Review Copies of Writing E-books Needed For Web Site

**Writing Corner** <http://www.writingcorner.com> will be releasing an all new book review site in January 2001 and they are actively seeking review copies of ebooks, print books and even audio books.

If you have a book in any genre - (except erotica, new age or books with violence or gore for pure sensationalism) - they'd love to provide a review for it.

For e-books simply attach them to an e-mail that contains the information listed below. Indicate in the subject line that it is for review and send it to: [writing\\_editor@msn.com](mailto:writing_editor@msn.com).

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- whether the author is available for interview, or if an excerpt is available
- if possible please attach a small graphic of the cover art

If you have any questions, contact Meg Potter [meg@idirect.com](mailto:meg@idirect.com) or (905) 562-6342.

## **Web Site Where You Can Get Your Kid-Friendly E-book Reviewed**

**In a Creative Way** <http://www.inacreativeway.com/> is looking for articles that demonstrate some kind of creative parenting. It can be anything from a new approach to a parenting issue, a craft idea, song or a recipe. Articles can range in length from 500 - 2000 words, although recipes etc may be shorter.

In return they will give you a short bio (100 words or less) and a link to your Web site.

You may also submit your e-book for review. They're especially interested in new products and literature that promote a creative learning opportunity for children.

Submission guidelines for both articles and products, can be found at <http://www.inacreativeway.com/Submissions/index.html>.

## Marketing Opportunities For E-book Authors

This comes from another discussion group that I'm a member of:

Thought I'd let you know about a couple of promotion opportunities I have for e-authors. Along with my partner, I run a free book review newsletter called **WORD OF MOUTH**. Currently, we have 630 subscribers and growing. Our idea is to share a little about the reviewer's tastes and reason for choosing whatever books they reviewed so that the subscribers can decide if they share those tastes. We rely on reader participation to run reviews, and have been running 4 ebook reviews per month (out of a total of 8 reviews run monthly). We also run a free book/e-book giveaway twice monthly. So, what are the promo opportunities?

1. If you'd like to donate a print book or e-book for our contest we'll run a little blurb about your book and include an URL, which will hopefully boost your sales. It will also make our subscribers happy because they can enter to win something free!
2. A review of your book listed in WORD OF MOUTH. (Please read below carefully, because we're not like most review zines!)

Conditions? Yup, a few relatively painless ones. One is that it may be a while before your book pops up for the contest, because of others waiting in line. Another is that reviews of books in WORD OF MOUTH need to be on our own special form (available on autoresponder at: [wordofmouthreview@sendfree.com](mailto:wordofmouthreview@sendfree.com)) and they should come from a third party--which means that the author or publisher can't write them.

However, should the author know of someone who really, really liked their book and wants to fill out our review form and send a review in for possible publication, that's completely okay (though if you do this, we'd also really appreciate a review of a favorite print book of yours).

If anyone is interested in learning more about WORD OF MOUTH, please check out our URL at: <http://www.oe-pages.com/ARTS/Writing/joerules/> or obtain a sample issue by autoresponder at: [wordofmouthsample@sendfree.com](mailto:wordofmouthsample@sendfree.com).

Xina Marie Uhl

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Author/Publisher - XC Publishing - <http://www.xcpublishing.com>

## How To Make More Money With Your How-To Titles

I often advise you to take excerpts from your e-book, and allow other Web sites to feature them. You just can't beat the amount of publicity you can generate from such a small task.

Now there's a way you can even get paid for your meatiest excerpts, and its name is **IdeaExchange** <http://www.ideaexchange.com/>. IdeaExchange is a protected place for buying and selling ideas.

As an idea seller, you can make money from ideas that are useful, practical, uncommon and tested. Plus ideas are not listed twice. So if you enter an original idea, yours will be the only solution presented to visitors. They call this "First List" status.

They currently feature ideas in the following categories: Arts & Literature | Business & Finance | Education & Community | Health & Lifestyle | Hobbies and Interests | Home & Family | Miscellaneous | Science & Industry | Sports & Recreation | Technology & Engineering.

You can find out more about getting your ideas listed by going to <http://www.ideaexchange.com/howitworks/how2.cfm>.

## The Perfect Site To Promote Your Short Fictional Works

There are of course sites galore where you can promote and sell your e-books, but practically nothing spectacular for you authors of short fictional stories. Until now that is.

**FictionWise** <http://www.fictionwise.com/> seeks reprints of short fiction (up to about 25,000 words) from well-established professional fiction authors. They are primarily seeking works in the science fiction, fantasy, alternate history, horror, and mystery genres. They'll also consider works in the romance, action/adventure, mainstream literary, and humor categories.

Submission and author information can be found at <http://www.fictionwise.com/AuthorInfo.htm>.



## Web Site Where You Can Submit Your E-commerce and Computer-Related Excerpts

**ComputerArticles.com** <http://www.computerarticles.com/> is an online publication featuring articles about the Internet, e-commerce, Internet marketing and computers. Many of the articles on the site are contributed by Internet marketers and computer professionals who are looking to share their experiences.

ComputerArticles.Com serves as a very useful publicity resource, and helps authors get months of free publicity and exposure to their Web sites. If you are a computer professional, Internet marketer (or related to the e-commerce field) and contribute articles to online publications, bulletin boards, e-zines or your personal Web site, you're a great candidate to be featured on ComputerArticles.com.

To submit your work, go to [http://www.computerarticles.com/publish\\_articles.htm](http://www.computerarticles.com/publish_articles.htm).

## 5 High-Profile Internet Marketing E-zines That Accept Article Submissions and Excerpts From Your E-book

**Internet Marketing Chronicles** - (also referred to as *IMC*) - goes out to over 100,000 Internet marketers and Webmasters every Wednesday. If you're a successful cybermarketer, who wants to contribute an article in exchange for some free exposure, e-mail your contribution with a brief, promotional byline, to: [editor@MarketingChallenge.com](mailto:editor@MarketingChallenge.com), with the word Contribution in the subject line.

**iBoost** <http://www.iboost.com> would love to hear from any writers who can produce quality articles, reviews, tips, and tutorials for their Build, Promote, and Profit Channels. Contact their Content Manager, Aaron West, at [awest@iboost.com](mailto:awest@iboost.com).

**ClickZ** <http://www.clickz.com/cgi-bin/gt/submit.html> provides fresh information, viewpoints and experiences every business day from the people in the trenches of the Internet Marketing and Advertising industry. If you have a unique perspective or experience to share, they invite you to

submit a column for consideration. Submission directions can be found at the link above.

**NOBOSS e-Marketing** <http://www.noboss.com> reaches over 45,000 home based entrepreneurs who are doing business online. You can send your article submissions to [donna@parentpreneurclub.com](mailto:donna@parentpreneurclub.com), with *Article Submission for e-Marketing* in the subject line.

**Active Internet Marketing** <http://www.inetexchange.com/inet-mailer.htm> reaches 40,000+ Internet marketers, twice every week. Whenever my articles have been featured in this e-zine, I've almost always received a few orders for my information products.

You can get article submission guidelines by sending a blank e-mail to [aimpro@linkmedia.com](mailto:aimpro@linkmedia.com).

## 5 Web Sites Where You Can Promote Your Inspirational/Christian E-books

**Christian EBooks** <http://www.christianebooks.com/> carries titles in the following categories: Reference | Christian Commentary | Deeper Christian Life | Marriage Enrichment | Personal Growth | Prayer | Revival | Evangelism | Christian Fiction | Holy Spirit | End Time Prophecy | Daily Devotionals | Pastor's Help | Christian Counseling | Christian Biography | Apologetics | Christian Classics | Children's Books | Christian Humor | Christian Finance | Home Church.

To submit your e-book go to <http://www.christianebooks.com/html/HTSAB.htm>.

**Christian Ebooks 2Go** <http://www.ohzoneebooks.com/index.html> features evangelical titles for born again Christians. You can submit your title by going to <http://www.ohzoneebooks.com/pubrates.html>

**Christian Search** [http://christian-search.net/linksearch/Business/Shopping\\_and\\_Retail/Book/](http://christian-search.net/linksearch/Business/Shopping_and_Retail/Book/) has a books section where you can list your site. To make a submission go to <http://christian-search.net/linksearch/cgi/add.cgi>.

**Inspirational Media** <http://www.inspirationalmedia.com/eBooks.htm> features a small selection of Christian e-books. They also have links to Christian e-book sites at [http://www.inspirationalmedia.com/eBook\\_Links.htm](http://www.inspirationalmedia.com/eBook_Links.htm).

To submit your title, send an e-mail to [webmaster@inspirationalmedia.com](mailto:webmaster@inspirationalmedia.com).

**ShalomPlace** <http://www.shalomplace.com/place/six/guestbook.html> has a list of recommended Web sites where you can promote your e-books. To submit your site go to <http://www.shalomplace.com/place/six/index.html>.

## Web Site Where You Can Market Your Writing E-books

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They will consider any e-book which covers any aspect of writing, freelancing, publishing, screenwriting, commercial writing, etc.

Submission directions can be found on the page above.

## Places Where You Can Promote Your Health-Related E-book or Web Site

**Heart of the Matter** <http://www.heartofthematter.org/> is a weekly radio show with an emphasis on information that helps improve the quality of life, and realize that day to day interest in our health, keeps us healthy day after day. They particularly focus on prevention of heart attack, stroke and trauma.

If you'd like to be a guest, send an e-mail describing the topic you'd like to discuss to [info@heartofthematter.org](mailto:info@heartofthematter.org).

**Sunday Rounds** <http://www.sundayrounds.com/> is an award-winning, listener-interactive medical call-in show on radio, which explores developing medical and health-related issues in depth. Each week host

John Stupak interviews world recognized medical experts, authors, and research scientists in their fields from all over the United States.

Potential guests should e-mail Assistant Producer Diana Cox at [diana@sundayrounds.com](mailto:diana@sundayrounds.com).

**The Daily Apple** <http://www.thedailyapple.com/community/board> is seeking health care experts to volunteer as hosts, moderators, article contributors and columnists for a planned expansion of their Community. If you have verifiable expertise in a health care topic and would be willing to share your time and knowledge with The Daily Apple members, contact them at [community@thedailyapple.com](mailto:community@thedailyapple.com).

If you'd like to participate in their message boards, they currently feature the following topics: Allergies | Cancer | Children's Health | Community | Complementary Therapies | Diabetes | Digestive System | Exercise/Fitness | Health Care | Healthy Living | Heart | HIV/AIDS Support | Hot Health Topics | Mental Health | Men's Health | Nutrition | PMS Management | Respiratory | Senior's Health | Sexual Health | Women's Health.

**Healthology** <http://www.healthology.com/> provides print and multimedia health-related content to a variety of newspaper and magazine Web sites.

If you'd like to supply articles and tip sheets to this site - (which could go on to be seen on dozens of other Web sites) - you can get more information at [http://healthology.com/about/content\\_partnerships.asp](http://healthology.com/about/content_partnerships.asp).

**The Medical Reporter** <http://medicalreporter.health.org/links.html> has a links page that features a variety of helpful medical and healthcare links. If you'd like to have your site listed, send an e-mail to Joel Cooper, Editor-in-Chief at [jcooper@medreport.com](mailto:jcooper@medreport.com).

**LifeMatters** <http://lifematters.com/> is a compilation of articles from various authors intended to contribute to having a life that is empowered, fulfilled and profoundly related; to ourselves and to others within families, communities and organizations.

They are currently looking for articles in the fields of general health, parenting, nutrition, fitness, and relations. There is no monetary remuneration at this time. However, contact information, a link to your web site and a short biography will be presented in addition to the article. Send inquiries to [phyllis@lifematters.com](mailto:phyllis@lifematters.com) and include the article in the body of the email or as "text" document attachment.

**OnHealth** <http://onhealth.com/home/community/index.asp> is looking for Chat Hosts and Chat guests for their community section. If you fit the bill,

send an e-mail to the Community Manager at [communitymgr@onhealth.com](mailto:communitymgr@onhealth.com).

## Web Site Where You Can Sell Your Travel Books – (or at least pieces of it)

**Booktailor** <http://www.booktailor.com/> is the first online publisher of tailor-made books. Web site visitors tell them their final destination and interests, and they'll help readers create a personalized book which will be printed, bound and delivered to their door within days.

Pieces of the book are culled from several different travel guides and magazines, making it more personalized for the reader.

If you're an author or publisher wishing to license your content, write to Eric Hall, Licensing Manager at [eric@booktailor.com](mailto:eric@booktailor.com).

## How Much of an Excerpt Should You Give Your Prospects Online?

If you've ever been curious to know whether you should give your readers a free chapter, or access to your entire book to browse online - (sort of like the shareware method) - you'll definitely want to check out the **Browsers vs. Browsers**, by Aliske Webb, <http://www.independentpublisher.com/index.lasso?-database=18news.fp3&-layout=iparticle&-response=dept.lasso&-recID=36172&-search>.

This article offers an interesting look at what customers typically look for when buying e-books online. However, it's important to TEST these techniques with your own title. Don't automatically assume that it works for everybody.